

White Valley Arts and Culture Master Plan

2023 - 2033

DRAFT

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Executive Summary

The White Valley Arts and Culture Master Plan 2023-2033 provides a vision and framework for the Regional District of North Okanagan (RDNO) to support arts and culture in the White Valley communities of Lumby, rural Lumby (Area D), and Cherryville (Area E).

Vision

The White Valley area has a vibrant and authentic arts and culture scene that supports the health and well-being of its residents, draws community members together through dynamic programming and events, and diversifies the local economy.

Within its White Valley Parks, Recreation, and Culture service, the RDNO provides support for arts and culture that includes the use of facilities for programming and grant funding. The RDNO does not provide arts or culture programming directly; rather, it supports a variety of not-for-profit partners in meeting the community's service needs. Through the development of this plan, three goals have been identified on the path to achieving the plan's vision, each with associated strategies.

Goal 1: Arts and culture organizations and programming are healthy and vibrant.

Strategy 1.1: Support the health and development of not-for-profit arts and culture organizations.

Strategy 1.2: Encourage arts and culture participation and development.

Goal 2: Special events and festivals are diverse and well-attended.

Strategy 2.1: Provide funding to organization to support special events and festivals.

Strategy 2.2: Streamline the special event application and approval process.

Goal 3: Facilities available for arts and culture activity are suitable, sufficient, and secure.

Strategy 3.1: Pursue new or enhanced spaces for arts and culture programming.

Strategy 3.3: Maintain partnership with SD22 for community use of arts and culture spaces.

Introduction

Purpose and Scope of the Plan

The White Valley Arts and Culture Master Plan, 2023, will “re-activate” and build on the White Valley Arts and Culture Master Plan developed in 2010/2011 and the cultural aspects of the White Valley Parks, Recreation, and Culture Plan completed in January 2010.

This Plan will serve as a guide for the RDNO and White Valley area arts and culture organizations. Reflecting the current arts and culture priorities of the community, the Plan’s goals and strategies will serve as a framework to support recovery and growth in the sector and help meet the arts and culture objectives and policies outlined in the Official Community Plans of the RDNO Electoral Areas D’ and ‘E,’ and the Village of Lumby.

Planning Area and Background

The planning area is defined by the boundaries of the White Valley Parks, Recreation, and Culture service.

The White Valley Parks, Recreation, and Culture service is established by RDNO Bylaw No. 1652, 2000, and governed by the Regional District of North Okanagan (RDNO) through the White Valley Parks, Recreation, and Culture Advisory Committee. The participants of this service include Electoral Area ‘D’ (Rural Lumby), Electoral Area ‘E’ (Cherryville), and the Village of Lumby.

Planning Context

Several policy and planning documents informed the development of this Plan.

- RDNO Electoral Areas “D” and “E” Official Community Plan Bylaw No. 2485, 2011
- Village of Lumby Official Community Plan Bylaw No. 761, 2014

The specific policies relevant to the development and supported by this Plan for each of the above have been included in Appendix A.



Figure 1 - White Valley Area: Participating Jurisdictions within the RDNO White Valley Parks, Recreation, and Culture Service

Context and Trends

Community Context

Our region is growing and changing. In 2021, the population of the White Valley area was 6,064. The Village of Lumby saw the highest level of growth at 2.5% per annum, but all areas saw an influx of new residents. Estimates from the Regional Growth Strategy¹ suggest growth will continue in the coming years, but assuming that the current rate of growth continues it is projected that the population of White Valley could reach more than 7,300 in 10 years.

Jurisdiction	YEAR					Actual Annual Growth Rate	% Projected Growth/ annum	2021 (Actual)	2021 (Projected) ²	2031 (Projected) ³
	2006	Average Annual Growth Rate	2011	Average Annual Growth Rate	2016					
Electoral Area 'D'	2,837	.07%	2,848	-1.23%	2,672	1.8%	-1.16%	2,909	2,521	3,477
Electoral Area 'E'	934	.10%	939	1.5%	1,010	1.6%	0.8%	1,092	1,051	1,221
Lumby	1,634	1.2%	1,731	1.18%	1,833	2.5%	1.19%	2,063	1,945	2,641

Table 1 - Population growth and projections for White Valley: 2016-2031

The White Valley area has experienced a higher-than-average growth in the community of 9.9% since 2016; this is higher than that of the population growth of BC during the same time, which was 7.6%.

The percentage of children aged 0 to 14 increased in both Electoral Areas 'D' and 'E, as well as in Lumby' In Area 'D,' that age group increased by 15.7%, and in Area 'E' the increase was 17.4 %. The increase in this age group in the Village of Lumby was 18.9%.

¹ RDNO, 2011. Regional District of North Okanagan Regional Growth Strategy – One Region, One Future

² Projections were made in 2018, based upon historic demographic trends over ten years (2006-2016).

³ Projections based on 2021 actuals and assume a consistent rate of growth based on the actual annum growth rate between 2016 and 2021.

Ethno-Cultural Diversity

White Valley is not as culturally diverse as other communities in BC. While 33.7% of BC residents identified as a visible minority in 2020, less than 2% of White Valley residents did. This region has a higher proportion of people who identify as Indigenous compared to BC residents.

Organizational Roles and Links

1. Regional District of North Okanagan

The RDNO owns or operates through license most parks and recreation infrastructure, including Oval Park and its amenities. The RDNO established the White Valley Parks, Recreation, and Culture Service through which it provides services and requisitions for funding to support those services on behalf of the community. The RDNO does not deliver arts and culture programming but provides grant funding and use of space to support arts and culture programming by not-for-profit program providers.

2. White Valley Parks, Recreation, and Culture Advisory Committee (RDNO)

This Committee serves an advisory role to the RDNO Board of Directors, remaining familiar with local-level issues, and providing recommendations for service operations to the Board. The Committee oversees decisions related to funding, staffing levels, infrastructure, and community grants. It also provides a leadership role in overseeing the long-term planning for arts and culture on behalf of the community.

3. Village of Lumby

The Village of Lumby operates the parks and most recreation facilities under contract with the RDNO. The exception to this is the White Valley Community Centre, which is operated directly by the RDNO. The Village of Lumby owns the Old Age Pensioners (OAP) hall, located east of the Village of Lumby Municipal Hall, and leases it to Monashee 50+ Club. The OAP hall is regularly used by the Monashee Arts Council for arts and culture programming and other arts and culture groups, such as the local drama club and quilters.

4. Arts and Culture Community Organizations

The community's arts and culture sector is supported by a dedicated network of volunteers (organizations and individuals) that advocate for arts and culture and actively contribute to providing arts and culture programming and events for the community. Some of these groups receive annual operating funding from the RDNO specifically for the purposes of arts and culture programming including Lumby Live, Monashee Arts Council, Lumby and District Historical Society, Cherryville Community Club, and Cherryville Community Food and Resource Society.

Arts and Culture Trends

Although the White Valley area is not heavily populated, there is an opportunity to create and enhance the environment in which arts and culture can flourish. Many of “best practices” are being implemented at least in part.

Flexible and Innovative Facilities: Successful arts facilities anticipate and enable a diverse range of practices and programs and can accommodate a variety of scales of production, exhibition, and performance. These spaces can be customized to accommodate audiences, from passive sitting to active participation. In addition to indoor spaces, more arts and culture programming is taking place outdoors or offsite. This was made necessary during COVID-19 to allow in-person programming but is expected to continue moving forward at some level given its success.

Creative Hubs: Creative hubs provide a range of spaces and resources that grow the capacity of artists and art organizations in support of creating art and learning. These spaces bring together cultural and community services.

Interactive Arts: Interactive art and venues are purposefully designed to engage audiences and communities through technology, providing opportunities for audience participation.

Grant Funding: Grant programs which invest in artists and art organizations enhance organizational capacity and sustainability, support the development of cultural programs, and enable the production of exhibitions and events that serve to engage residents and contribute to the overall wellbeing of communities.

Collaboration with Indigenous Communities: Indigenous Reconciliation is an important issue for all Canadians. At the municipal level, the first step in reconciliation is to acknowledge the past and move towards collaborative relationships with local First Nations. The arts and culture sector has strong potential to play an instrumental role in supporting efforts towards reconciliation between Indigenous and non-Indigenous communities. Exhibits, performances, and other artistic expressions can serve as platforms for fostering dialogue on pressing issues affecting Indigenous communities. Cultural spaces such as galleries, theatres, and studios are sites that can bring diverse communities together and contribute to breaking down perceived or real barriers. Celebrating Indigenous cultural heritage can demonstrate a commitment to valuing and respecting the diverse contributions of Indigenous peoples, historically, in the present day, and in the future⁴.

⁴ Aird, K., Fox, G., & Bain, A. (2019). Recognizing and Including Indigenous Cultural Heritage in B.C. www.fpcc.ca

Connecting Heritage to the Present: Integrating heritage features into new community facilities can introduce the concept of heritage to a new generation and bring a range of stakeholders together. Trends and best practices in heritage practices are rooted in the contemporary application and interpretation of history.

Connecting the present to the past through art. The wide range of visual arts includes art that is often based on techniques that have been used for generations. From the paintings found in caves to the paintings and sculptures found in ancient temples. Theatre is also rooted in history, starting in Ancient Greece.

Technology Integration: Online and digital technology can enhance access to archives and museum collections, programs and exhibits while engaging new audiences with innovative and interactive activations and services. The use of technology grew out of necessity during the COVID-19 pandemic, and it appears that many organizations are continuing to offer some level of digital engagement and programming opportunities.

Benefits of Arts and Culture

Francois Matarasso's influential study, *Use or Ornament? The Social Impact of Participation in the Arts* (1997), has laid out six dimensions of social impacts of participation in arts and culture: health and wellbeing, social cohesion, community empowerment, local image and identity, imagination and vision, and personal development⁵.

1. Health and Well Being

Encouraging healthy populations is a key benefit of having art and culture in our life. Participation in cultural life can improve mental health, and it can improve overall quality of life for both the individual and the community at large⁶. Participation in the arts has also been shown to boost the well-being and overall health of older adults as it prevents social isolation and stimulates intercultural understanding and identity development.

2. Social Cohesion

Through arts and culture, individuals from different disciplines, cultures, generations, and socio-economic backgrounds can come together and build community⁷. The arts and culture sector provides an excellent source of wonder, delight, and wisdom, and offers intellectual and emotional experiences that promote either contemplation or celebration. Art and cultural events and activities like fairs, festivals, or sports competitions form social cohesion and solidarity, encouraging community closeness, empowerment, social tolerance, and civic pride.

^{5, 6, 7} Matarasso, F. (1997). *Use or Ornament? The Social Impact of Participation in the Arts*. Comedia, Bournes Green, Stroud. <https://www.artshealthresources.org.uk/wp-content/uploads/2017/01/1997-Matarasso-Use-or-Ornament-The-Social-Impact-of-Participation-in-the-Arts-1.pdf>

3. Community Empowerment

“Community empowerment” can be understood as organizational capacity building, consultation and involvement in democratic processes, and support for community-led initiatives⁶. The arts and culture sector can promote community empowerment through various channels including volunteering and collective action, as well as connection with others in the community. Arts and culture also plays a key role in tourism and the local economy. Cultural tourism is one of the largest and fastest growing tourism markets and is a key means for strengthening the attractiveness of destinations⁷. The local economy of the White Valley area can benefit from a vibrant arts and culture scene.

4. Local Image and Identity

Arts and culture can create a sense of place and belonging and celebrate the local distinctiveness of a community¹¹. An authentic and inclusive community identity can generate local pride and create mutual understanding.

5. Imagination and Vision

Imagination and vision are connected to creativity and confidence, as well as risk-taking. The arts sector in the community can inspire critical thinking and creative solutions and encourage individuals to challenge themselves and innovate.

6. Personal Development

Personal development is supported by arts and culture through increased confidence, education, skills building, and improved communication at an individual level. The arts and culture sector may provide opportunities for personal development through skills-building, training, or education. Introduction to arts and culture programs and activities at a young age helps foster an appreciation and enjoyment of art and provides benefits for a child’s development.

Engagement Summary

Engagement Process

An extensive community engagement process took place in 2020 and 2021/2022. Two public outdoor consultation events took place, one in Lumby and one in Cherryville. In addition, individual stakeholders (affiliated with arts and culture) were interviewed in 2021 and 2022 to capture their input. The consultation

^{6, 11} Matarasso, F. (1997). Use or Ornament? The Social Impact of Participation in the Arts, 23.

⁷ [The Impact of Culture on Tourism](#)

process also included a household survey to which 122 responses were received, and an online mapping platform through which people could share geographically specific information.

What We Heard

Arts and culture is important to residents in the White Valley communities. Of the surveyed participants, 76% felt that arts and culture programs and facilities were important to their quality of life. A total of 46% of respondents indicated they participated in visual arts the previous year, and 29% in performing arts. However, only 35% respondents indicated satisfaction with White Valley arts and culture programs and services. Regarding event hosting infrastructure, roughly 50% of respondents indicated that it needed improvement.

The biggest deterrent identified for program participation was a mismatch of respondents' interests and the programs available. Half of the respondents felt that it was important to invest in arts and culture spaces, however only 43% supported an increase in funding for arts and culture facilities and programs, and 48% felt funding should remain at the current levels. An idea was put forward for the development of a "singular community cultural facility" to include the museum, library, a community centre, and the Monashee Arts Council. It was also noted that there needs to be "improved information about available opportunities and how to access them." Community access to the theatre in the high school was identified as a priority. Members of the community indicated that the Monashee Arts Council (and its members) are very significant contributors to the arts and need ongoing support to continue to flourish. The Lumby Museum, supported by a vibrant group of volunteers, is another important local arts & culture organization. The Museum preserves past and present history. The role of the RDNO was addressed in some detail in the "What We Heard" document, both around funding and leadership. The "What We Heard" document details the full results of the consultations.

Current Inventory and Analysis

Arts and Culture Program Providers

1. School District 22

School District 22 offers arts programming at Charles Bloom Secondary School, which is often dependent on the current staff. Over time this programming has included drama, visual arts, woodwork, and art metal and jewelry making. A 150-seat theatre is attached to the Charles Bloom Secondary School, and School District 22 (SD22) is responsible for the booking and maintenance of the theatre. The RDNO holds a joint use agreement with SD22, which provides community access to the theatre and the opportunity to access other spaces for community programming.

2. Monashee Arts Council

The Monashee Arts Council (MAC) is an incorporated not-for-profit society formed in 1999 by local artists to promote the enjoyment of and participation in the arts and culture by all residents of all ages in our region. Their mandate is to:

- Educate the community about the visual, literary, and performing arts, including music and dance.
- Foster pride and understanding of the artistic heritage of our local community.

- Sponsor cultural events.
- Promote community economic development by assisting individual artists, artisans, performers, and creators of artistic works.
- Articulate and communicate the cultural needs of our community to all levels of government.

The Monashee Arts Council is a membership-based organization, with very reasonable fees. Their membership ranges between 70-100 people. MAC Membership benefits include:

- Access to exhibitor and vendor tables at Lumby Days
- Opportunity to become an instructor for their programs, workshops, and classes
- Access to free display space in the Monashee Arts Council space within their gallery
- Use of a table at the Lumby Public Market
- Discounts on art supplies

The MAC also receives an annual grant from RDNO to support their operations in addition to receiving support from the BC Arts Council, private donations, and revenue from sales.

Since the adoption of the 2011 White Valley Arts and Culture Master Plan, the MAC has taken over operation of the Village Gallery (art gallery), conveniently located on Lumby's main street. This space is used for art supply sales and a gift show of local artisan work. While this space provides an ideal location, the space is limited, and they continue to seek an affordable larger space to accommodate programs such as art classes and more art displays. MAC also uses off-site spaces, such as local businesses, for informal art exhibitions.

The Monashee Arts Council stages a variety of art shows, sponsor cultural events, and promote economic development by assisting individual artist, artisans, performers, and creators of artistic works. They have recently supported an exhibit by a member of the Syilx Okanagan nation, which was a first for such a collaboration. MAC's premier event is the Annual Festival of the Arts, which usually takes place in June. The Festival includes a variety of activities including artist and artisan vendors, an artist exhibition, an interactive RAKU event, a photography contest, and information about upcoming events and classes.

MAC employs a part-time Arts and Culture Program Coordinator who is responsible for ensuring the gallery runs smoothly, issuing cheques to vendors, and other related duties. The coordinator also assists the MAC board with preparing and submitting grant applications and supporting the Board's fundraising efforts. The Monashee Arts Council has a history of partnerships with the Museum, the Legion, and the Chamber of Commerce. The Monashee Arts Council makes use of the Community Hall for many events.

3. Lumby and District Historical Society

The Lumby and District Historical Society operates a museum in downtown Lumby, which is run by volunteers most of whom are seniors. Their mission is to collect, protect and exhibit artifacts and archival materials that are significant to the Village of Lumby and surrounding rural areas.

They are adding an addition to their building that will provide a learning centre for children. They have a vibrant group of volunteers preserving the past and present history and are hoping to work with Splotsin First Nation to have a representative come out to talk to the children. The Museum volunteers are creating a database for every family that has ever lived in Lumby. Outside of the grant received from the RDNO, the Club receives

funding through agencies such as New Horizons, the Community Foundation of North Okanagan, and Community Resilience (Canada Museums). They also undertake annual fundraising efforts.

4. Cherryville Historical Society

The Cherryville Museum operates within a building located on privately owned property and is run by the Cherryville Historical Society. The Society is pursuing a new location.

5. Cherryville Community Club

The Cherryville Community Club is a registered society that runs the Cherryville Community Hall and community park and operates Hanson Park on behalf of the RDNO through contract. The Club also hosts the annual Cherryville Days, a community fundraising celebration. The Community hall provides space for art and craft shows.

6. Cherryville Community Food and Resource Society

The Cherryville Community Food and Resource Society (CCFRS) is a registered not-for-profit providing resources and services to support rural living in the Cherryville area. In addition to food security, senior services, and one-on-one support to persons with disabilities, CCFRS runs youth and family programs taking on the school-age arts programming that the RDNO has funded for the last several years. The arts programming operates out of Cherryville School when possible, and out of the hall when the school is not available.

7. White Valley Community Resource Centre Society

The White Valley Community Resource Centre provides a licensed afterschool program for children in grades K-7. They offer a variety of seniors services including recreational activities for seniors, a lunch program wellness information, and information sessions on a variety of topics.

8. Okanagan Regional Library – Lumby Branch

The Lumby Branch of the Okanagan Regional Library has provided arts and culture programming that enhances their literacy mandate. They also work collaboratively with other arts and culture organizations in the community.

9. Monashee Quilters Circle

The Monashee Quilters produce beautiful quilts to support the community during disaster or financial need.

10. Lumby Live

Lumby Live is an incorporated not-for-profit society that provides free music concerts in the bandshell located in Arbor Park on Vernon (main) Street.

11. Lumby and District Public Market

Lumby and District Public Market provides an annual public market in downtown Lumby every Saturday from May to October. The market is run by an incorporated not-for-profit society with an agreement with the RDNO to use Oval Park as the location of the market at no cost.

Cultural Funding and Support

In 2023 the RDNO provided \$47,250 in local government grant funding to several arts and culture organizations for operations and programming. Through a review of similar sized communities in the Okanagan / Kootenay regions⁸, it was found that the RDNO is providing nearly \$20,000 higher than the average annual grant funding to arts and culture.

In addition to providing annual grants, the RDNO administers a community grant program that makes available reduced or free use of RDNO owned parks and facilities for arts and culture community events.

While the levels of funding are healthy relative to other communities, and there is some level of commitment by the RDNO to the provision of spaces for arts and culture programming, several opportunities have been identified:

- arts and culture grants have not been regularly receiving annual inflationary increases, resulting in funding gaps as costs rise with escalation.
- the eligible arts and culture organizations receiving RDNO grant funding have not yet successfully leveraged their funding to receive annual operating funding from the BC Arts Council.

Community Cultural Infrastructure and Assets

1. Monashee Arts Council & Village Art Gallery

Village Gallery and Gifts was started as a partnership between an artist co-op and the Monashee Arts Council (MAC). In 2020 the co-op dissolved and the MAC took full responsibility for the storefront. The storefront is operated by volunteers made up of MAC members and vending artists, when the MAC Arts and Culture Program Coordinator is busy or not working. The Monashee Arts Council contracts local artists to run arts programming in the community. There does not seem to be a shortage of artists interested in running adult programming, although it has been more difficult to attract programmers to lead youth arts programming.

2. Charles Bloom Secondary School Theatre

The theatre was added to the school in the late eighties using Expo '86 legacy funds and was intended to support community uses as well as school use. The theatrical community is now working with the SD22 administration to access the theatre for community productions. The theatre needs upgrades – lighting and sound are two key elements. The RDNO has a joint use agreement with SD22 that provides the ability for RDNO and groups using the spaces on behalf of the RDNO to use facilities within the school for no fee, but just the reimbursement of costs incurred over and above what the school would normally incur (such as additional custodian hours).

⁸ Communities reviewed: District of Peachland, City of Armstrong, and City of Nelson.

3. Charles Bloom Secondary School Classrooms

The Charles Bloom Secondary School has an arts classroom that includes sinks and pottery wheels. There are challenges accessing these spaces outside of school hours, and specifically with using specialized equipment such as pottery wheels, however, there has been preliminary discussion with SD22 about what would be required to have community use of these spaces after school hours.

4. Lumby and District Museum

The Museum is owned by the Village of Lumby and leased to a not-for-profit Society for the purposes of operating a museum. The building is operated by volunteers and is open seasonally. They are currently adding space to develop a children's museum.

5. White Valley Community Centre

The White Valley Community Centre is owned by the RDNO. It has a large hall that breaks out into three spaces (750 ft² each) and a meeting room and kitchen space that can all be booked for programs or events. The main hall of the Community Centre has a stage that is available for small performances and recitals. It also houses the local branch of the Okanagan Regional Library until January 2025 and a space used for early child care programming.

6. OAP Hall

The Village of Lumby owns the Old Age Pensioners (OAP) hall, located east of the Village of Lumby Municipal Hall, and leases it to Monashee 50+ Club. In addition to other community purposes, the OAP hall is regularly used by the Monashee Arts Council for arts and culture programming and other arts and culture groups, such as the local drama club and quilters.

7. Oval Park

Oval park is used for many community events, including arts festivals, markets, and Lumby Days in June. The park is in good condition and has recently had an electrical upgrade to better accommodate special events in addition to paving and widening of the walkway used for the Lumby Public Market.

8. Arbor Park

Arbor Park is owned by School District 22 and is the location of music in the park during the summer, which is programmed by the Lumby Live Society. Arbor Park is included within the joint use agreement held by RDNO with School District 22, and there has been no issue with access for the purpose of music in the park. The gazebo in the park was upgraded by Lumby Live to have a larger "stage" area through fundraising, and the Village of Lumby has upgraded the power distribution box beside the gazebo so that it has the required power for this use.

9. Cherryville Community Hall

Located in Cherryville, the hall is owned and operated by the Cherryville Community Club volunteers and is available for a variety of community events, including art show and sales.

10. Mabel Lake Community Hall

Owned by the RDNO and located on Shuswap Falls Road in Area D, the hall is owned and operated by the Mabel Lake Recreation Association volunteers and is available for community events and programming. The use is primarily community events, although it has had yoga and some other recreation programming over the years.

11. Hanson Park

Hanson park is located in Cherryville (Area 'E') and is used for many community events in the area, with the primary event being Cherryville Days in September. The concession has recently been upgraded to better support community events.

12. Public Art

There are a number of instances of public art throughout the community, from murals to installations. The RDNO does not own any public art or installations, however the community has expressed interest in locating public art in RDNO owned or operated spaces.

GAPS

- Programming Space: The building in which the Monashee Arts Council operates is leased and aging and has limited space for expanding services. There is no publicly owned space in which arts and culture programming regularly occurs, and this is largely due to the requirements for special equipment that would need to be moved in and out and the cost of facility rentals relative to cost recovery for programming. In Lumby, the OAP hall is often used for arts programming but is also ageing and arts programming competes for the use of space with other needs. In Cherryville, the Cherryville Food and Resource Centre Society has provided youth arts programming with the Cherryville Elementary School classroom and, on occasion, within the Cherryville Community Hall.
- Programming: Adult arts programming is well-served and well-attended in both Lumby and Cherryville, however there is interest in more youth programming. The Monashee Arts Council has found youth programming more difficult to provide due to a lack of instructors. The Cherryville Food and Resource Society has found their limitation to providing youth programming to be inconsistent participation by the youth and the requirement to achieve minimum participants numbers to run the programming.
- Outdoor Stage: There is community interest in an outdoor stage, however there is a lack of clarity around what it should have and where it should be located. Lumby Days Society owns an outdated stage that they locate centrally in Oval Park for Lumby Days, and a past RDNO study suggested a fixed stage should be located in the park in the northeast section of the lower field (adjacent to the lift station/Pat Duke Arena). The gazebo in Arbour Park serves the community well for small music performances, but it not equipped for larger shows.
- Public Art: While there is public art in Lumby, the RDNO nor the Village have a public art policy or provide funding to support new public art. To provide for the opportunity to facilitate and encourage public art in the community, a public art policy should be developed in cooperation with the Village of Lumby.

Vision

The White Valley area has a vibrant and authentic arts and culture scene that supports the health and well-being of its residents, draws community members together through dynamic programming and events, and diversifies the local economy.

Goals, Strategies, and Actions

This plan has identified three goals, with associated strategies and associated actions to guide us toward achieving those goals.

Goal 1. Arts and culture organizations and programming are healthy and vibrant.

	TIMING	LEAD	BUDGET
Strategy 1.1: Support the health and development of not-for-profit arts and culture organizations.			
a. Maintain current levels of funding to arts and culture organizations through multi-year funding agreements, with grants receiving annual increases for cost escalation.	Ongoing	RDNO	2% increase on grant budget per year
b. Connect arts and culture organizations with training and development opportunities to support grant applications, succession planning, and program development.	Ongoing	RDNO	Staff time
Strategy 1.2: Encourage arts and culture participation and development.			
a. Increase awareness of existing arts and culture programming by publishing with recreation and parks programming.	Ongoing	RDNO	\$2,000 per year
b. Promote and encourage the use of RDNO owned/managed spaces for the purposes of arts and culture programming.	Ongoing	RDNO	Staff time
c. Work with local arts and culture organizations to identify ways to provide more youth programming.	1-3 years	RDNO	Staff time
d. Develop a local public art policy and encourage and facilitate public art in accordance with the policy.	3+ years	RDNO	Staff time

Goal 2. Special events and festivals are diverse and well-attended.

	TIMING	LEAD	BUDGET
Strategy 2.1: Provide funding to organization to support special events and festivals			
a. Review the White Valley Community Grant Program and refine guidelines to encourage innovation and diversity in special events.	1-3 years	RDNO	Staff time
Strategy 2.2: Streamline the special event application and approval process			
a. Meet with regular special event providers to review the special event application process and identify application process improvements.	1-3 years	RDNO	Staff time

Goal 3: Facilities available for arts and culture activity are suitable, sufficient, and secure.

	TIMING	LEAD	BUDGET
Strategy 3.1: Pursue new or enhanced spaces for arts and culture programming.			
a. Work with local art and culture organizations to understand infrastructure needs and identify opportunities for synergies for adding new or improving existing RDNO-owned space for arts and culture programming.	Ongoing	RDNO	Staff time
b. Work with Lumby Days organizers and other outdoor performance groups to determine the type of outdoor stage required (fixed, portable, features, etc.).	1-3 years	RDNO	TBC
Strategy 3.3: Maintain partnership with SD22 for community use of arts and culture spaces.			
c. Schedule annual meeting with SD22 and theatre users as required to coordinate effective booking and use of the theatre between school and RDNO/community.	Ongoing	RDNO	Staff time
d. Explore use of classrooms with SD22 for community arts programming.	Short-term	RDNO	Staff time
e. Work with SD22 to identify required equipment upgrades or facility improvements and develop partnership budget to maintain.	Short-term	RDNO	Staff time

Appendices

Official Community Plan for Areas “D” and “E” – Quality of Life - Arts and Culture Policies

1. Rural Areas D and E are home to a vibrant cultural community which contributes to the unique character of the area. This unique character can attract those seeking an alternative lifestyle, such as artists, entrepreneurs, young families, and retirees. Acknowledging this as an asset to the ongoing cultural life of the community and as an important part of our economic development is essential.
2. Preserve arts and cultural resources as they are integral to a vibrant community.
3. Recognize that the development of new cultural facilities, services and programs contribute to community livability and desirability and to a diversified economy.
4. Encourage and support local art and cultural organizations and foster new opportunities for learning, participation in and appreciation of arts, culture, and heritage for all residents of Areas D and E.
5. Support the ongoing implementation of the White Valley Arts and Culture Master Plan
6. Encourage and support the arts and cultural community, including the performing, visual, literary, historic, and multimedia arts.
7. Encourage the use of theatres, spaces, and venues for public participation, education, and enjoyment of culture.
8. Encourage the development and promotion of cultural activities that generate valuable economic and social benefits through the employment of cultural workers, fostering new culture-based business, and tourism.
9. Encourage the development and promotion of cultural activities and facilities which contribute to the social, emotional, and physical well-being of residents of all ages and income levels.
10. Encourage and support cultural activities that promote the growth and development of community spirit and identity.

Village of Lumby Official Community Plan- Goals and Policies for Heritage & Culture Goals:

1. Recognize that heritage, arts, and cultural resources are integral to a vibrant community and worthy of efforts to protect, maintain, and enhance their viability.
2. Recognize that arts and cultural facilities and services contribute to a diversified economy and contribute to community livability and desirability.
3. Encourage and support opportunities for learning, participation in and appreciation of arts, culture and heritage for all residents of Lumby

Policies:

1. Encourage the promotion and awareness of Lumby’s heritage, and the preservation and conservation of heritage buildings, structures, and sites where the historic value, aesthetic appeal, and/or community use positively contributes to the community.

2. Encourage and support volunteer organizations in the identification of heritage resources, and to assist in the establishment of a community heritage register for buildings, structures, sites, or features, to be used as the basis for the management of these heritage resources.
3. Consider adopting heritage designation protection bylaws for privately owned lands, in accordance with the provisions of Part 27 of the Local Government Act, where the landowner has offered up or otherwise requested the designation protection
4. Encourage and support the arts and cultural community, including the performing, visual, literary, historic, and multimedia arts.
5. Encourage the use of theatres, spaces, and venues for public participation, education, and enjoyment of arts and culture through the planning and design of buildings, open spaces and public areas, including the street environment.
6. Encourage the development and promotion of artistic and cultural activities that generate real and valuable economic and social benefits.
7. Encourage the development and promotion of artistic and cultural activities and facilities which benefit tourism, and which contribute to the social, emotional, and physical well-being of residents of all age and income levels.
8. Encourage and support artistic and cultural activities that promote the growth and development of community spirit and identity.