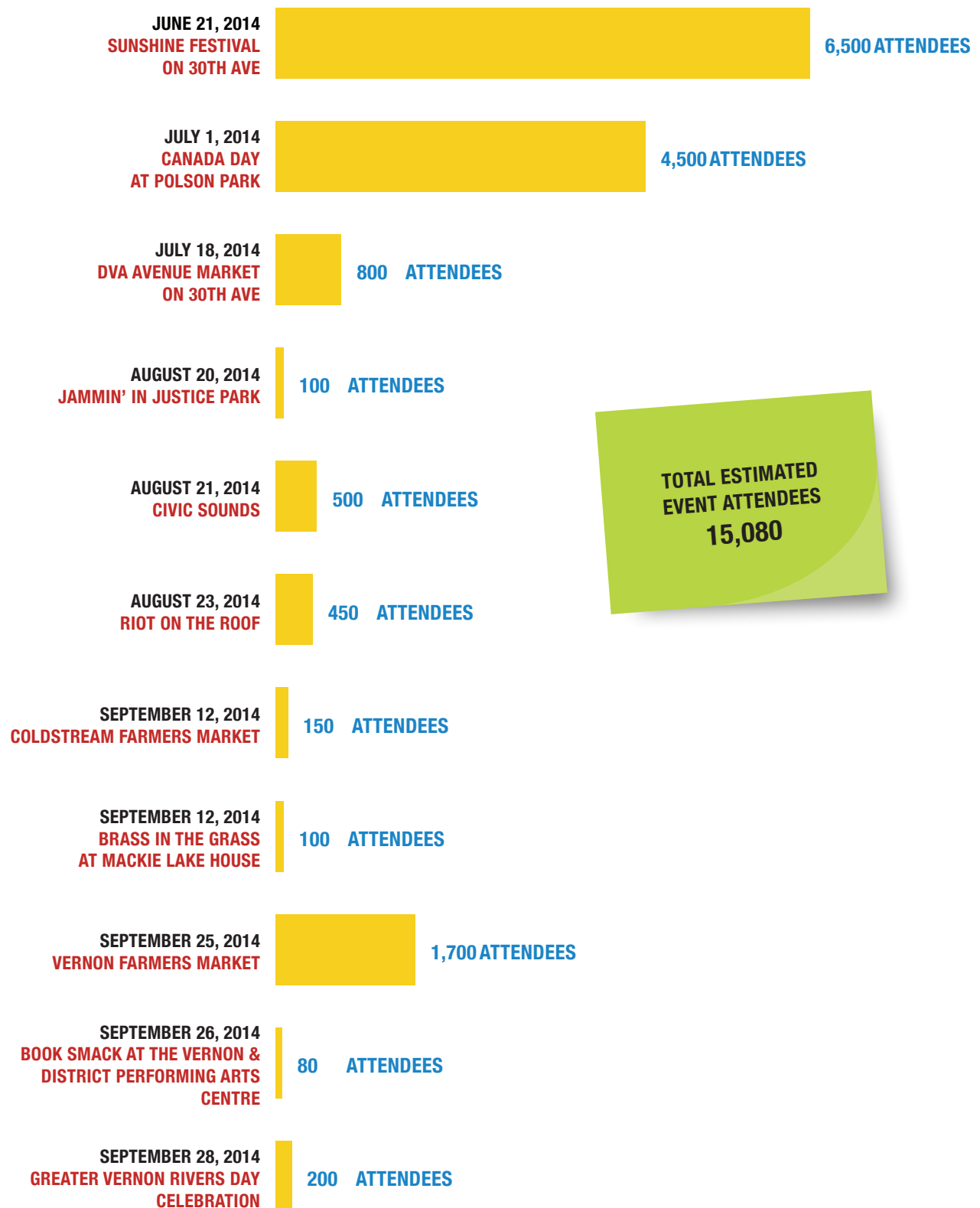


# Greater Vernon Cultural Plan, 2016

## Public Outreach Results

Cultural Plan Public Outreach - Events Attended and Number of Attendees (estimated)



Over the course of the project, public input was gathered in three ways:

- An in-person Post-it Note feedback board, which was hosted by RDNO staff and Steering Team representatives at eleven public events between June and September 2014
- A questionnaire in the Greater Vernon Parks and Leisure Guide
- A questionnaire on Greater Vernon Cultural Plan website

These each asked a variety of questions, which were designed to help identify issues and gaps as well as the opportunities, and appreciated elements of culture in Greater Vernon. The following table presents the questions that were posed to the public. As respondents were, in many cases, free to complete as many or as few questions as they liked, we have counted the number of responses to individual questions, not completed questionnaires.

### Questions asked in the Post-it Boards and questionnaire: “When it comes to culture...”

“Greater Vernon needs ...”



**130 RESPONSES**

“The cultural facility I frequent most is ...”



**64 RESPONSES**

“It would be great if Greater Vernon had ...”



**62 RESPONSES**

“I wish everyone in Greater Vernon knew about ...”



**42 RESPONSES**

“The best thing about Greater Vernon’s cultural scene is ...”



**58 RESPONSES**



## Results of Public Input

The following tables show the most common responses to each of the questions. Responses shown are those that were given by at least 5% of respondents.

### 1. When it comes to culture, Greater Vernon needs ...

More venues for performing arts, especially live music	16%
More special events/ festivals	16%
More cultural facilities and activities for youth	14%
A new art gallery	13%
A more vibrant downtown/cultural district	9%
A new/expanded museum	6%

### 2. It would be great if Greater Vernon had ...

More special events/festivals	15%
A more vibrant downtown/cultural district	11%
More venues for live music / theatre	10%



### 3. The cultural facility I frequent the most is ...

Vernon and District Performing Arts Centre	30%
Library	9%
Towne Theatre	8%
Powerhouse Theatre	6%
Museum	5%

### 4. I wish everyone in Greater Vernon knew about ...

Greater Vernon's local music scene	19%
The Vernon Public Art Gallery, and its need for more space	14%

### 5. The best thing about Greater Vernon's cultural scene is ...

Its variety and high quality	19%
Its outdoor culture	14%
Its live music scene	10%
The Vernon and District Performing Arts Centre	10%
Library	5%





## Key Findings

### 1. A need for a variety of new or expanded cultural spaces and places

Public perception of cultural needs and gaps in Greater Vernon was tested through the following two questions: “When it comes to culture, Greater Vernon needs...” and “It would be great if Greater Vernon had...” The results of the responses to these two questions shows that the Greater Vernon public would like to see a number of additional or improved cultural facilities and/or districts, with the priorities being:

- More venues for performing arts, especially live music
- More cultural places and activities for youth
- A new art gallery
- A more vibrant downtown/public realm
- A new/expanded museum

### 2. A desire for more special cultural events

The responses to the questions “When it comes to culture, Greater Vernon needs...” and “It would be great if Greater Vernon had...” indicate that the public would like to see more public special events, such as festivals and live performances.

### 3. An appreciation for Greater Vernon’s cultural assets

The questions: “The cultural facility I frequent most is...”, “I wish everyone in Greater Vernon knew about...”, and “The best thing about Greater Vernon’s cultural scene is...” were posed in order to gauge the public’s preferences for particular cultural facilities, programs and activities. These questions found that the public is greatly appreciative of Greater Vernon’s overall variety and quality of culture, noting particularly its music scene, outdoor culture, and the Vernon and District Performing Arts Centre.

