

Greater Vernon
CULTURAL CENTRE

PROJECT VISION



April 2023



PROJECT STATEMENT



The Greater Vernon Cultural Centre will be a dynamic cultural hub for the region, co-locating three important venues: the Vernon Public Art Gallery, the Greater Vernon Museum, and an intimate presentation and event space. It will also create a new experience, the cultural commons, a shared social forum where visitors can start their journey or connect with friends and neighbours. The Cultural Centre will provide the foundation for bringing together our region's many communities and territories. It will energize our downtown with live performances, public gatherings, and will attract world-class exhibitions. The many people and activities that animate the Cultural Centre will flow between indoors and out, animating the site and building through all four seasons.

Most importantly, the Greater Vernon Cultural Centre will be the catalyst for the transformation of our community's continually growing potential. It will promote a local pride of place, and stimulate urban revitalization by inspiring all peoples to live, work, and play downtown!



Vision

The Greater Vernon Cultural Centre is an Okanagan landmark that promotes arts and heritage, brings our many communities together, and is an active heart for downtown and beyond.

Values

The Greater Vernon Cultural Centre is a transformative venue providing meaningful programming and experiences guided by the following core values:

Inclusivity and Diversity

The GVCC will provide an intentionally welcoming environment for everyone. It respects and embraces different perspectives through all its activities, events and exhibitions, benefitting every person who seeks to use the space.



Accessibility

The GVCC will work to bring all our communities together. It will provide safe, accessible, and welcoming spaces to meet and create, that are flexible and adaptable, and encourage active participation through a variety of programs, events, and activities.



Identity

The GVCC recognizes and supports the individual creativity and self-governance of each cultural partner and will foster mutual understanding and appreciation. At the same time, strong and collaborative leadership will provide opportunities for peer-based collaboration and co-creation.



Authenticity

The GVCC will support content, experiences, and conversations that are relevant and meaningful for both visitors and residents of Greater Vernon. It will offer new spaces that inspire dynamic programming, innovative art exhibitions, and a truthful and balanced account of our local history, shared in compelling ways.





IMPACT

Cultural Impact

The Greater Vernon Cultural Centre will have a profound positive impact on individuals, communities, and the three participating cultural institutions. An estimated 12% of the population identify as artists, or approximately 6,200 people in Greater Vernon alone. The Cultural Centre will be the catalyst to strengthen community relationships by enabling different forms of creative expression and providing fresh opportunities to display and experience relevant and meaningful content.

The Cultural Centre can also be the impetus for public art. It will increase the vibrancy of the streetscape through multi-seasonal festivals, weekend street events and outdoor art installations, all of which will attract a broad range of people and age groups.

Greater Vernon is located on the unceded territory of the Syilx (Okanagan) peoples. The inclusion of arts and culture programming that respects both Indigenous approaches and western worldviews will work to foster awareness and mutual understanding between peoples of different cultural backgrounds.

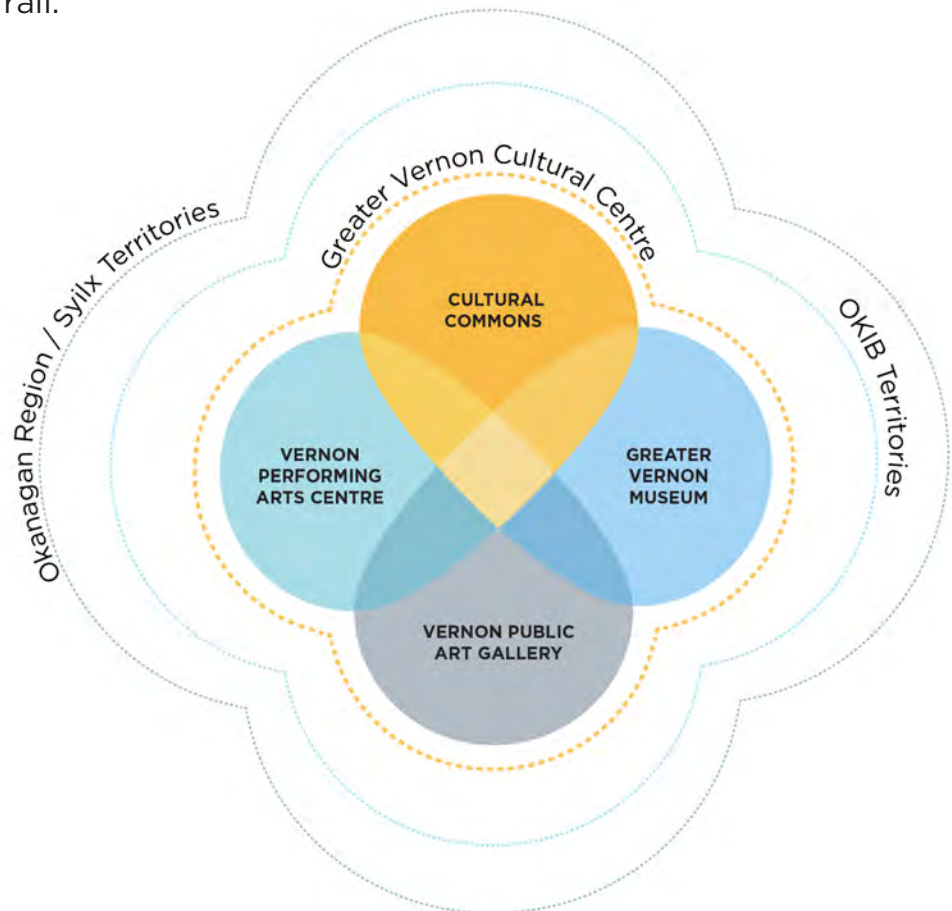


Social Impact

The Greater Vernon region has a vibrant arts and culture scene, and the Cultural Centre will be a pivotal enhancement to it. There are 6,200 artists in Greater Vernon, more than 8,600 practicing artists in the North Okanagan, and more than 70 arts and culture organizations. The new Cultural Centre will leverage this strength by bringing together three significant cultural venues together under one roof, helping each to become more economically impactful and sustainable.

Economic Impact

The Cultural Centre will enrich visitor stays, expand program and education offerings, add jobs, and complement other popular tourist attractions like the Okanagan Rail Trail.



The cumulative impact of the Greater Vernon Cultural Centre will be even greater than the sum of its individual parts.



SUCCESS INDICATORS



Project Objectives

GVCC will become a critically acclaimed cultural centre and community hub

SUCCESS INDICATORS

- Is a destination of choice for traveling art and museum exhibitions, intimate performances, and community gatherings
- Is the institution of choice for grants and philanthropic donations
- Exhibit spaces meet the requirements associated with Category A classification

GVCC is a catalyst for our community's growing cultural and development potential

SUCCESS INDICATORS

- The downtown core and neighbouring area is an active cultural district
- Local and regional policies that support cultural development are established or strengthened
- There is a measurable increase in cultural, social and economic impact

GVCC will enable creative collaboration between cultural institutions and communities

SUCCESS INDICATORS

- Visitors represent a broad demographic of diverse cultures, perspectives, talents and skills
- Visitors make use of the broad offering of the facility rather than single-purpose visits
- Flexible and adaptable spaces enable peer-based collaboration and co-creation that result in opportunities for cross-programming and audience development



GVCC protects the heritage and culture of its diverse communities and community members

SUCCESS INDICATORS

- Provides a safe space for all cultures and peoples to facilitate local reconciliation
- Content and experiences are relevant and meaningful to the residents of Greater Vernon
- The cultural and historical collections reflect the diversity and authentic history of Greater Vernon
- The community's heritage and art collections are protected in contemporary spaces that meet the highest standards for collection care

GVCC achieves a high number of booking days and increased attendance

SUCCESS INDICATORS

- Programming bookings reflect an increasing level of diversity in size, type, and variety
- Attendance and memberships reflect a yearly increase in participation
- Facility utilization is maximized and above regional average
- Greater Vernon residents visit the Cultural Centre, even if they are not participating in a program

GVCC will provide a facility that meets the current and future needs of the community

SUCCESS INDICATORS

- The facility is flexible and adaptable to respond to changing community interests
- There is vibrant and sustainable operations and programming provided by cultural organizations
- The required funding for regular maintenance and improvements to the Cultural Centre are met, and RDNO has a funding plan in place for major repairs and replacements

Project **Vision**

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