

Implementation Plan

Princeton Culture: The Future 2011-2020 **A Cultural Plan**

Prepared for the Princeton Cultural Plan Committee

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Version 1

Prepared by:
Project Consultant
Vicky Jones
604-980-6051
vickyjones5@gmail.com

Goal 1: INCREASE VISIBILITY OF ARTS & CULTURE IN PRINCETON

STRATEGY & ACTIONS	Proposed Partners	YEAR 1-3	YEAR 4-6	YEAR 7-10
<p>Strategy The coordination of promotion to increase visibility, consistency & functionality of arts & culture groups within Princeton & Area H.</p>	Princeton Arts Council and Town Recreation Department			
<p>Actions - Identify one organization to act as coordinator, which may lead in the future to a fee for service agreement with the town to manage some or all arts resources. - Development of centralized input for: calendaring; advertising; Leisure Guide; & website. - Production of a quarterly arts newsletter. - Identify better promotion (e.g. directional signage, such as improved signage on the highway) to bring people into town (tourists or locals) during events.</p>		X X X X		
<p>Strategy Improved representation in Princeton's business & visitor marketing materials.</p>	Town of Princeton, Princeton arts, culture & heritage groups, Chamber of Commerce & Visitor Info Centre.			
<p>Actions - Updating of existing local websites & publications. - Arts, culture & heritage component in promo materials to attract businesses, visitors & residents. - Development of publications focusing on arts, culture & heritage separate to recreation, such as self-guided art and heritage walk leaflets.</p>		X X	X	
<p>Strategy Development of a Princeton cultural identity demonstrated through a tag line/definition.</p>	Princeton arts, culture & heritage groups.			
<p>Actions - Coordinated approach to marketing & cultural identity across all arts & culture organizations & events. - Use of Princeton's cultural identity in all arts & culture promotional materials & at all events.</p>		X X		

Goal: SUSTAINABLE EVENTS & ORGANIZATIONS

Strategy & Actions	Proposed Partners	YEAR 1-3	YEAR 4-6	YEAR 7-10
<p>Strategy Create partnerships to expand expertise and share resources.</p>	<p>Town of Princeton, local businesses, Chamber of Commerce, RDOS & arts, culture and heritage groups. PAC and Town Rec Department lead.</p>			
<p>Actions</p> <ul style="list-style-type: none"> - Convene a bi-yearly festival and events committee to help with organizational and support questions and discuss plans, issues and opportunities as a group. In the long term, the communities from Manning to Cawston could be included. - Encourage involvement of local businesses, particularly the larger employers including Copper Mountain Mining Corporation and Weyerhaeuser, not just through sponsorship or product donations, but also through supplying their staff expertise. - Prepare an organizational inventory where each group identifies their resources, expertise and skill requirements to make it easier to share competencies. - Develop event guidelines manual that can be used by all groups, which includes skills required for jobs, resources available from town recreation department and elsewhere; and other general event needs such as the availability of printing, tents, tables and chairs. - Work with other cultural organizations to see where there are opportunities for the inclusion of different forms of art & culture in each others events. - Research ways that organizations could combine their resources. For example, Fall Fair and the Rodeo or Racing Days take place on the same weekend. - Ease pressure on existing volunteers through merging of similar smaller organizations, where appropriate, resulting in combined skill resources. One Board means less meeting hours and no duplicated responsibilities. 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p>
<p>Strategy Develop new events and programming and expand and improve existing events and programs.</p>	<p>PAC and Town Rec. Department and other arts, culture and heritage groups.</p>			
<p>Actions</p> <ul style="list-style-type: none"> - Revitalize once popular existing or lapsed events, for example the Concert Series. (Note: PAC are currently looking at ways to introduce a new concert series eligible for BC funding.) - Develop new events that meet the community's needs. i/ Develop a Performance Series which could include music, theatre, dance, comedy & talks. ii/ Introduce a Farmer's Market focusing on growers & artisans from the Similkameen Valley. iii/ Look at events & programs that have a wider audience, but are particularly attractive to younger audiences such as a film festival or multimedia event. iv/ Research possibility future initiatives supporting individual artists, such as Art Walks, Studio Tours or artist-in-residence programs. 		<p>X</p> <p>X</p>	<p>X</p>	<p>X</p>

<ul style="list-style-type: none"> - Research possible packages to attract tourists to events and to stay over by building relationships within the community and the Similkameen Valley. For example a hotel, meal and event deal or a dinner and the theatre package with a special menu. - Develop cross promotion and programming opportunities between arts, culture & heritage organizations and businesses. 		X		
<p>Strategy Expand community involvement.</p>	PAC and Town Rec Department and other arts, culture and heritage groups.			
<p>Actions</p> <ul style="list-style-type: none"> - Increase attendance to events through: more attractive and widespread promotion (e.g. Social media: blogging, Facebook, Twitter); easier ticket purchase options; downtown location or improved transportation. - Develop volunteer recruitment plan that emphasizes benefits to those who volunteer, such as learning a new skill and socializing with other people in a new community. - Establish one volunteer database and sign up sheet where people can sign in for all organizations and state skills and interests. This would be a jumping off point for all organizations that would save time. 		X X	X X	

Goal: SHOWCASE & CELEBRATE OUR COMMUNITY HERITAGE

Strategy & Actions	Proposed Partners	YEAR 1-3	YEAR 4-6	YEAR 7-10
<p>Strategy Ensure protection of existing & newly discovered areas, trails, buildings & items of historical significance.</p>	<p>Brenda Gould lead with help from the Town & RDOS (Kelley Cook lead re: heritage trails). Also involve the Union of BC Municipalities & the BC Heritage Branch, the Museum & other heritage groups.</p>			
<p>Actions - Regular meetings with the Town of Princeton and RDOS to ensure their cooperation in making this issue a priority. - Implementation of policies & bylaws to support the protection of areas, buildings & items of historical significance. - Recognition of sites and implementation of a heritage registry by transferring information from the Provincial registry relevant to our area as a starting point. http://www.tti.gov.bc.ca/heritage/docs/pdf/registers_document.pdf</p>		X		
<p>Strategy Implement preservation & restoration program</p>	<p>The Museum, other history & heritage groups, the Town of Princeton & the RDOS.</p>			
<p>Actions - Research & applications for funding to local, regional & national agencies as well as sponsors & foundations. - Development of a strong working relationship with RDOS & Town as they are needed to address & implement the policy.</p>		X	X	X
<p>Strategy Expand interpretation program. Interpretation elements need to be expanded & developed for new & existing areas, buildings & items of historical significance. There is a unique opportunity in the area because of the restored historic trails in combination with nearby heritage sites.</p>	<p>Museum, Okanagan Historical Society – Similkameen Branch, RDOS, School District #, Town of Princeton, Upper Similkameen Indian Band, Vermilion Forks Field Naturalists, Vermilion Trails Society & retired & current teachers.</p>			
<p>Actions - Improved & new signage developed. For example: i/ Information Kiosk in Princeton like the ones at trail heads ii/ Storyboards, at places like Granite Creek, to indicate where old buildings were so that a walking tour may be developed. - Increased promotion including advertising, web listings & development of new promotional materials. i/ Coordinated and inclusive mapping of key sites etc in the area. ii/ Introduction of Similkameen Valley Passport to promote the shared history of the area and</p>		X	X	X

<p>encourage people to visit sites and attractions. iii/ Develop a geocaching program.</p> <ul style="list-style-type: none"> - Increase access for public to key locations through better signage, roads, trails and promo material. - Improved education & public outreach programs. Princeton's history is taught in certain Grades at school in town but need to: <p>i/ influence development of the curriculum by the community emphasizing its importance; ii/ develop education packages to support the curriculum after identifying available funds; iii/ deliver programs at attractions that engage the students through the use of more interactive & modern technology (video, audio, interactive computer screens) in interpretive displays.</p>		X	X X X X	
<p>Strategy Recognition by all parties of Museum's key role in supporting & developing heritage goals. <i>The Museum's renovations must take precedence at the moment, but this Strategy recognizes the Museum as a leader in heritage development within the town & throughout the community.</i></p>	Museum, Town of Princeton, RDOS.			
<p>Actions</p> <ul style="list-style-type: none"> - Develop interactive & educational exhibits to encourage families to visit. Science World & Nelson's Museum are good examples of how to do this in an innovative & simple way. - Create a series of rotating exhibits to encourage locals to visit the Museum regularly. - Expand upon existing tie-ins with community events to draw people into the Museum. - Discuss possible yearly Princeton history event based on success of Princeton 150, possibly starting with the Canadian Confederation celebrations in 2017. - Introduce exhibits & materials that encourage people to explore surrounding community. - Develop a Princeton heritage walk to include the Museum, KVR, Bridge of Dreams & historic buildings. This would also need to tie into the informational signage initiative. 		X X X X	X X X X	 X

Goal: REINFORCE ARTS, CULTURE & HERITAGE'S IMPORTANCE TO THE GROWTH & APPEAL OF PRINCETON

Strategy & Actions	Proposed Partners	YEAR 1-3	YEAR 4-6	YEAR 7-10
<p>Strategy Ensure that the cultural vision, goals and strategies are reflected in Town of Princeton and RDOS plans, policies and processes wherever possible.</p>	Town of Princeton, RDOS, arts, culture and heritage groups.			
<p>Actions - Continued lobbying of town and RDOS to demonstrate culture's worth to Princeton and the community. - Inclusion of Cultural Plan framework as one of key goals and measures of success in Town of Princeton and RDOS future planning documents and policies. - Improved promotion of arts, culture and heritage through existing town and region websites and promotional material, which should be updated regularly with more in-depth information and links.</p>		X X	X X	X X
<p>Strategy Ensure continued support for existing facilities as key community centers for culture through facility upgrades & programming that meets the community's needs.</p>	Town of Princeton, RDOS, arts, culture and heritage groups.			
<p>Actions - Review of Riverside's requirements for: programming; staffing for events & workshops; exterior signage; renovations. (staging, seating, theatre floors, outdoor space). - Improved directional signage to Riverside and other attractions.</p>		X X	X	X
<p>Strategy Enhance appeal of Princeton by public spaces being improved and accessed through arts, culture and heritage initiatives.</p>	Princeton Arts Council, and other arts, culture and heritage groups, Town of Princeton and RDOS.			
<p>Actions - Formalize art in public spaces program by developing a plan that identifies possible locations, types of work and a request for proposals procedure for the next ten years. For the future, the plan should include lobbying bigger new buildings and developments to include a piece of public art as part of their plans e.g. In the lobby of the proposed new Town Hall or in the grounds of the Argo development. - Build upon art gallery, events in Veterans' Square and renovated Museum to create a new downtown cultural hub by utilizing downtown spaces on Vermilion Avenue for arts, culture and heritage events and spaces whenever possible. - Promote movement through downtown to Riverside through historic walks and art walks detailing the locations of art in public places, areas of historic interest and cultural attractions through printed maps and directional signage.</p>		X X	X X	X X

<p>Strategy Increase of funding & support for arts and culture by the Town of Princeton and RDOS.</p>	<p>Princeton Arts Council, Town of Princeton, RDOS and arts, culture and heritage groups.</p>			
<p>Actions - Develop a funding strategy to identify funding sources including all levels of government, sponsorship, foundations & community donation programs. - Quantify Town's support for arts in terms of staff hours & in-kind support as well as grants. - Identification by Town and RDOS of an organization, such as PAC, as primary community organization for delivering cultural services reflected in funding. This would be a more formal version of the re-granting process presently employed through PAC and would allow them more security to plan ahead including the possibility in time to employ a part-time coordinator.</p>		<p>X X</p>	<p>X</p>	<p>X</p>

GOAL: IMPROVE INCLUSIVITY & ACCESSIBILITY

Strategy & Actions	Proposed Partners	YEAR 1-3	YEAR 4-6	YEAR 7-10
<p>Strategy Encourage attendance through programming and pricing initiatives.</p>	<p>Arts, culture and heritage groups.</p>			
<p>Actions - Implement subsidized & free ticket program. - Ensure continuation of free programming in downtown core & expand content. - Improve access to events by: moving some events downtown to Veteran's Square; looking at transportation options for elderly or lesser able. - Re-introduce guest artist lessons in schools & other facilities such as The Anchorage. - Monitor attendance at activities to look at numbers and demographics of people attending by event/activity to help develop future programming.</p>		<p>X X X X</p>	<p>X X</p>	
<p>Strategy Build relationships with the Upper Similkameen Indian Band to develop joint programming initiatives.</p>	<p>Princeton Arts Council, USIB, Town of Princeton, RDOS and arts, culture and heritage groups.</p>			
<p>Actions - Ensure that USIB are invited to become involved in the development of event programming. - Formally invite USIB to join PAC as a member and possible future Board Member. - Assess Heritage Park progress to see how other organizations may offer to help move the project forward. - Consult USIB regarding correct promotion and inclusion generally and for USIB heritage sites.</p>		<p>X X X</p>	<p>X</p>	
<p>Strategy Increase participation in culture through education outreach and new initiatives.</p>	<p>Princeton Arts Council, School District, Recreation Department and arts, culture and heritage groups and relevant community groups..</p>			
<p>Actions - Develop youth peer programming committee to ensure programming is attractive to teenagers &/or work more closely with existing organizations such as PASTRY. - Explore opportunities for work experience with cultural groups for students. - Build upon existing initiatives, such as the banner program, to get people involved. e.g. yearly competition with schools, senior centres, Anchorage.</p>		<p>X X X</p>	<p>X X X</p>	<p> X X</p>