

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

Prepared for the Princeton Cultural Plan Committee

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Version 1

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PRINCETON CULTURE - THE FUTURE 2011-2020

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An Executive Summary is available at www.princetonarts.ca.

For Implementation Plan refer to 'Implementation Plan Princeton Culture - The Future 2011-2020'.

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PRINCETON CULTURE: THE FUTURE 2011-2020

Revision History and Approval

Revision History			
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1	21/03/11	Vicky Jones	Final Document Issued incl. Amendments - addition to title page of availability of Executive Summary, change of e-mail address on Revision History and correction of spelling, grammar, punctuation and layout errors throughout. Plus organization affiliation name omission pp.13 & 14 and Vermilion Artists description in Appendix 5.

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PRINCETON CULTURE: THE FUTURE 2011-2020

Background

Located along Highway 3, a two hour drive from Kelowna and three hours from Vancouver with the Kettle Valley Railway and Trans Canada Trail on its doorstep, Princeton is ideally placed to attract residents and visitors alike. The current population figures from Statistics Canada's 2006 Census of Population state the town's population as 2,677 with an additional 2,208 residents in the surrounding region of Area H. Based on recent growth these figures are expected to be higher when the 2011 Census is finalized.

As one of the only small towns currently expanding, the community has seen a resurgence in arts, culture and heritage in the last few years exemplified by a reinvigorated arts council, new art gallery and the 2011 refurbishment and expansion of the Museum. With a history of traditional events such as the Fall Fair, Racing Days and the Princeton Rodeo recent years have also seen the introduction of the Princeton Traditional Music Festival and in 2011 two new events, the Upper Similkameen Spirit Festival in February and Arts in the Parks at Manning in August. Already known for its outdoor recreation opportunities the town is now looking to capitalize on this growth and the developing, diverse arts and cultural community to define its cultural identity.

A review of the arts, culture and heritage activity in the area shows that the majority of cultural services, events and activities are delivered by volunteer run organizations and associations rather than the town, region or educational institutions. The cultural plan was proposed as it was felt that Princeton was lacking a cultural vision for the future. The plan was seen as a way to bring arts, culture and heritage organizations together with the local and regional government and the rest of the community to develop a framework to move forward. 2010 was seen as an ideal time to begin this part of the process as it was Princeton's 150th anniversary, which had been the goal for which the previous Cultural Scan in 2005 had prepared the community.

Key Issues Identified Prior to Plan

When starting the planning process a number of key issues were identified which would influence the final cultural framework and its goals.

1. Dependence upon Community Volunteer Organization Programming - As the community and its requirements have grown, the town has increasingly turned to the Princeton Community Arts Council, and other volunteer run organizations, to fulfil the community's need for arts and culture programming. In turn, the Arts Council and other arts organizations in the town have increased their activity with events featuring both local and regional artists and performers, and have thus seen an increase in attendance at their events over the last few years.
2. Volunteer Burn Out – Dependence upon volunteer run organizations to fulfil the community's needs for arts and culture is resulting in increased volunteer burn out, particularly with the ageing demographic of the population and its current volunteer base.
3. Arts Council Organizational Review - Prior to the application, the Princeton Arts Council had already started an organizational review to improve functionality to meet this increased need. This review has resulted in improved organizational structure through a working Board, increased brand visibility, a new membership structure, planned application for charitable status and in turn new events and programs.
4. Expanding Population – Unlike other small towns in BC at present, due to the increased work

force needed to re-open the Copper Mountain Mine in 2011 Princeton has a growing and more diverse population. In order to establish a more family friendly environment the Town of Princeton has so far revitalized Veteran's Square, developed a new library and community room, and planned the improvement and expansion of the Museum.

5. Tourism development - There has also been a move to improve the town's sense of community and the amenities it has to offer to increase visitor numbers and make the town more attractive to visitors. This was spearheaded in part by the Rural Economic Development Tourism Research Education Enhancement Project (RED TREE) conducted by Thompson Rivers University in 2009 and 2010. One of the key findings of the proposal was the need for arts and culture to be more visible in the downtown core to further enhance the visitor experience.
6. Sustainable Similkameen Project – During the same period the Regional District of the Okanagan-Similkameen has been conducting research into the sustainability of the area and has identified a culturally healthy Similkameen Valley as an integral part of a sustainable community.

All of these issues highlighted the need for Princeton to develop a cultural vision to help the community and its arts, culture and heritage organizations be more proactive in dealing with these new demands. It was with this in mind that the Princeton Community Arts Council (PAC), in partnership with the Town of Princeton and the Regional District of the Okanagan-Similkameen (RDOS), decided to work on a long term strategy by developing a 10 year Cultural Plan to act as a framework for the development and sustainability of Princeton arts, culture and heritage within the community aided by 2010 Legacies Now's Creative Communities funding.

Community Consultation

Before completing a plan that will act as a framework for arts, culture and heritage development in Princeton over the next 10 years there were several stages of community consultation to assess the needs of the community at present and for the future. All stages of the process were designed to refine discussion so that by the final stage key goals, strategies and actions would be identified for the plan.

Work on the Cultural Strategic Plan began early in 2010, but the wider community consultation began in September of the same year. In order to encourage the broadest participation possible throughout the process, local newspapers ran editorial updates and advertisements for community forums, e-mail updates and participation requests were sent out and posters were placed throughout the town.

The process followed in preparing this plan included the following steps, further details on which may be found in Appendices 1,2,3, and 4.

- A committee of 7 people led by the consultant, Vicky Jones, was formed to oversee the process. The committee included Del Hall (PAC), Nadine McEwen (Town of Princeton), Lyle Thomas (RDOS & Town of Princeton), Lori Thomas (Princeton Chamber of Commerce & Visitor Centre), Sharon Anderson (Princeton Museum & Archives) and Derek Hodgson (Princeton Performing Arts).
- A survey was developed and distributed throughout the community between September 20, 2010 to October 22, 2010 which sought to gain answers on wider cultural questions as well as specific arts, culture and heritage questions. Targeted local organizations included arts, culture and heritage organizations, all 3 schools, the library, the Chamber of Commerce, senior centres, the Anchorage and Community Services. 153 Surveys were collected over the space of a month.

- Two Community Forums on Culture were held at the Riverside Centre from 6.30pm-8pm on October 4th, 2010 and February 3rd, 2011. The aim of the first Forum was to get an overall view of the community's needs and vision and the second was to get community feedback on the strategies for the final plan. 17 people attended the first session and 10 the second.
- Interviews were held with key stakeholders within the community including local officials, regional policy makers, school teachers, businesses, school children and members of arts, culture and heritage organizations to identify their perspective on the current situation and future needs for arts, culture and heritage within the community. 14 interviews were held in all.
- The first focus group in October had to be cancelled due to availability issues, but the second took place on November 23, 2010 with 15 people divided into 3 groups of 5 to discuss goals for: arts and culture groups; events & community involvement; and history and heritage.

During the process all parties were kept involved with regular notifications of progress through e-mails and meetings, which included two formal presentations to Town Council on November 1, 2010 and January 17, 2011.

The Benefits of Cultural Planning

Culture is an important part of developing a community by reinforcing its roots, promoting learning and enhancing residents' quality of life. Benefits of a thriving cultural community are:

- helping to define it as a distinct place with a unique natural and built heritage;
- enhancing residents quality of life;
- having an economic impact on a town through revenue from venue rental and ticket sales, such as Riverside Centre, as well as bringing residents and tourists into town to spend money at local businesses.

A plan can help to achieve these goals by drawing attention to gaps and enabling organizations to plan for the future, which promotes sustainability. The final cultural plan is based on a broadly defined understanding of culture with a focus on the arts and heritage.

This document synthesizes all of the community consultation and research findings into 5 goals with strategies and detailed actionable items to help achieve the community's goals for arts, culture and heritage in Princeton and Area H over the next 10 years.

The key role of the plan is to create a supportive environment in which arts, culture and heritage can grow and be a key part of community life. To achieve this mission strong partnerships between arts organizations, local and regional government, businesses, educational and community organizations are needed, which is reflected throughout the strategies and actions.

The cultural plan will lead to a stronger arts and culture infrastructure, and long term sustainability of cultural activity in Princeton by:

- developing a framework for future cultural development of existing and new cultural assets;
- defining the town's cultural identity;
- increasing art and culture's representation in the downtown and its profile in Princeton;
- reviewing the role and function of key cultural assets including PAC, the Riverside Centre and the Museum;
- increasing the economic impact of individual artists;
- and enhancing the town's appeal to both residents and visitors.

Goals, Strategies & Actions

The Vision that informs all of these goals was distilled from the vision statements of the Princeton Official Community Plan, the Princeton Community Arts Council and the community consultation for the plan.

“Our vision is that in the next ten years, through the cooperation of the community to enhance, stimulate, explore and develop its artistic spirit, Princeton continues to celebrate its rich history and is recognized as a destination for cultural and artistic events and attractions.”

Each of the following 5 Goals will be advanced by specific strategies and actions, which may be added to or amended over the course of the next ten years to meet the community's changing needs.

Goal: INCREASE VISIBILITY OF ARTS & CULTURE IN PRINCETON

One of the key issues identified through community consultation was the lack of awareness of what was available in terms of arts, culture and heritage within the community. Respondents felt that there was no easy way to access information on events and activities and when they did the information offered was unappealing or incomplete.

Strategy

The coordination of promotion to increase visibility, consistency and functionality of arts and culture groups within Princeton and Area H.

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.

Strategy

Improved representation in Princeton's business and visitor marketing materials.

Actions

- Updating of existing local websites and publications.
- Arts, culture and heritage component in promo materials to attract businesses, visitors and residents.
- Development of publications that focus on arts, culture and heritage separate to recreation opportunities, such as self-guided art and heritage walk leaflets.

Strategy

Development of a Princeton cultural identity demonstrated through a tag line/definition.

Actions

- Coordinated approach to marketing and brand across all arts and culture organizations and events.
- Use of Princeton's cultural brand on all arts and culture promotional materials and at all events.

Goal: SUSTAINABLE EVENTS & ORGANIZATIONS

This is a key goal as many organizations are struggling with the same issues including volunteer burn out and ageing, which requires that existing events are maintained by looking at ways to support each other. This would include organizations from the broader definition of culture as well as businesses and arts, culture and heritage groups.

Strategy

Create partnerships to expand expertise and share resources.

Actions

- 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.

Strategy

Develop new events and programming and expand and improve existing events and programs.

Actions

- 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 of future initiatives supporting individual artists, such as Art Walks, Studio Tours or artist-in-residence programs.
- 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.

Strategy

Expand community involvement.

Actions

- Increase attendance to events through: more attractive & widespread promotion (e.g. Social media: blogging, Facebook, Twitter); easier ticket purchase options; downtown location or improved transport.

- 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 stating skills & interests. This would be a jumping off point for all organizations that would save time.

Goal: SHOWCASE AND CELEBRATE OUR COMMUNITY HERITAGE

This goal will require the building of partnerships between Princeton, Area H and Hedley communities, including the Upper Similkameen Indian Band, as well as between organizations within Princeton. Participants felt that if the community wanted to keep visiting and using sites and trails and promoting them to visitors, protection was the first priority. Once sites, trails, buildings and items of historical significance were protected then they needed to be preserved and restored. Useful resources are available at <http://www.tti.gov.bc.ca/heritage/about/about.htm> .

Strategy

Ensure protection of existing and newly discovered areas, buildings and items of historical significance.

Actions

- Regular meetings with the Town of Princeton and RDOS to ensure their cooperation in making this issue a priority.
- Implementation of policies and bylaws to support the protection of areas, trails, buildings and 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

Strategy

Implement preservation & restoration program.

Actions

- Research and applications for funding to local, regional and national agencies as well as sponsors and foundations.
- Development of a strong working relationship with RDOS and Town as they are needed to address and implement the policy.

Strategy

Expand interpretation program.

Interpretation elements need to be expanded and developed for new and existing areas, buildings and items of historical significance. There is a unique opportunity in the area because of the restored historic trails in combination with nearby heritage sites.

Actions

- Improved and 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 and 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 encourage people to visit sites and attractions. iii/ Develop a geocaching program.
- Increase access for public to key locations through better signage, roads, trails and promo material.
- Improved education and public outreach programs. Princeton's history is taught in certain Grades at school in town but need to: i/ influence the development of the curriculum with the help of the community emphasizing the importance of this; 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 and modern technology (video, audio, interactive computer screens) in interpretive displays.

Strategy

Recognition by all parties of key role of the Museum in supporting and developing heritage goals. *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 and throughout the community.*

Actions

- 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 and yet simple way.
- Create a series of rotating exhibits to encourage locals to visit the Museum more regularly.
- Expand upon the existing tie-ins with community events to draw people into the Museum.
- Discuss possibility of a yearly Princeton history event based on success of Princeton 150.
- Introduce exhibits & support materials which encourage people to explore surrounding community.
- Develop a Princeton heritage walk to include the Museum, KVR & Bridge of Dreams as well as historic buildings. This would also need to tie into the informational signage initiative.

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

In the responses during the community consultation process it was felt that there needed to be a greater commitment from local government to arts, culture and heritage. This was not only felt to be needed in terms of funding, but also in the formalizing of processes and a greater feeling of general support to a predominantly volunteer run sector.

Strategy

Ensure that the cultural vision, goals and strategies are reflected in Town of Princeton and RDOS plans, policies and processes wherever possible.

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/or links.

Strategy

Ensure continued support for existing facilities as key community centres for culture through facility upgrades and programming that meets the community's needs.

Actions

- Review of Riverside's requirements for: programming; staffing for events and workshops; exterior signage; and renovations (staging, seating, theatre floors, outdoor space).
- Improved directional signage to Riverside and other attractions.

Strategy

Enhance appeal of Princeton by public spaces being improved and accessed through arts, culture and heritage initiatives.

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 five 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.

Strategy

Increase of funding & support for arts and culture by the Town of Princeton and RDOS.

Actions

- Develop a funding strategy to identify funding sources including all levels of government, sponsorship, foundations and community donation programs.
- Quantify Town's support for arts in terms of staff hours & in-kind support as well as grants.
- Identify 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.

Goal: IMPROVE INCLUSIVITY AND ACCESSIBILITY

This was identified as a key area to focus on during planning as it was felt that there was a serious lack of programming for youth, interaction with the local First Nations community and a lack of consideration for the various issues that prevent access to some individuals.

Strategy

Encourage attendance through programming and pricing initiatives.

Actions

- Implement a subsidized and free ticket program.
- Ensure continuation of free programming in downtown core and 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 and 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.

Strategy

Build relationships with the Upper Similkameen Indian Band to develop joint programming initiatives.

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.

Strategy

Increase participation in culture through education outreach and new initiatives.

Actions

- Develop youth peer programming committee to ensure programming is attractive to teenagers &/or

work more closely with existing organizations such as P.A.S.T.R.Y.

- 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.

Conclusion – The Way Forward

The plan aims to clarify, coordinate & prioritize initiatives so that all arts, culture and heritage organizations in the Princeton area may use the findings to give them a clear coordinated direction. It is an evolving document that is meant to develop with the community over the next 10 years. The goals will stay the same, but the actions and strategies may need to be adapted or added to in order to meet the community's changing needs.

The adopted plan will be distributed to key partners for their use and accessible on the PAC website for reference. The next stage will then be to put together an implementation committee and put procedures in place to move the goals forward and monitor their progress. As the Princeton Community Arts Council were the lead organization during the whole planning process, and have been working closely with the Town and RDOS on a number of projects, they should oversee the implementation process. At this point no manpower, financial or other obligations have been detailed as they will be considered during the implementation process when individual actions within strategies are identified for priority. Part of this process will include the calling of an arts, culture and heritage group meeting to discuss the finished plan, identify leads for actions and begin implementing the findings. An accompanying implementation plan is attached.

Appendix 1 - Public Participation

Cultural Plan Committee

Sharon Anderson, Operations Manager, Princeton & District Museum & Archives
Del Hall, President, Princeton Community Arts Council
Derek Hodgson, Princeton Performing Arts Society and Vice President of Princeton Community Arts Council
Vicky Jones, Cultural Plan Consultant
Nadine McEwen, Recreation & Culture Coordinator, Town of Princeton
Lyle Thomas, Recreation & Culture Director, Town of Princeton and Regional District of the Okanagan-Similkameen
Lori Thomas, Manager Princeton & District Chamber of Commerce & Visitor Centre

Interviewees

Cllr. Frank Armitage	Town of Princeton
Jon Bartlett	Okanagan Historical Society – Similkameen Branch, Princeton Traditional Music Festival and Princeton Community Arts Council
Karla Friesen	Art and Drama teacher, Princeton Secondary School
Derek Hodgson	President, Princeton Performing Arts Society
Brad Hope	Area H Director, Regional District of the Okanagan-Similkameen
Merrilyn Huycke	Potter's Guild and Artist
Joan Kelly	Princeton Community Band and Vermilion Forks Field Naturalists – via e-mail
Jeff Larsen	Unit General Manager, Weyerhaeuser Princeton – via e-mail
Susan Le Poidevin	Potter's Guild and Artist
Robin Lowe	Artist and PAC volunteer and contract employee
Mayor Randy McLean	Town of Princeton
Sheena Montgomery	The Anchorage
Keith Olsen	Fall Fair and local businessman 'Everything Pets'
Rika Ruebsaat	Okanagan Historical Society – Similkameen Branch and Princeton Traditional Music Festival

Other requested interviews

Brenda Gould, USIB representative and Hitching Post Restaurant
Debbie Cappos, retired art teacher and member of Princeton Performing Arts Society
Upper Similkameen Indian Band Chief or other USIB representative

Focus Group Attendees

Sharon Anderson	Princeton & District Museum & Archives
Jon Bartlett	Okanagan Historical Society – Similkameen Branch, Princeton Traditional Music Festival and Princeton Community Arts Council
Esther Donovan	Princeton Performing Arts Society
Joann Gabriel	Princeton Community Arts Council and Community Services
Brenda Gould	Snaza'ist Discovery Centre
Del Hall	Princeton Community Arts Council
Marjorie Holland	Princeton Community Arts Council and Potter's Guild
Derek Hodgson	Princeton Community Arts Council and Princeton Performing Arts Society
Vicky Jones	Facilitator
Joan Kelly	Community Band and Vermilion Forks Field Naturalists
Terry Malanchuk	Princeton & District Museum & Archives
Nadine McEwen	Town of Princeton
Sheena Montgomery	The Anchorage
Rika Ruebsaat	Okanagan Historical Society – Similkameen Branch and Princeton Traditional

	Music Festival
Bob Stern	Mozey-on-Inn
Diane Stern	Mozey-on-Inn

Community Forum Attendees

October 4th 2010

Sharon Anderson	Princeton & District Museum & Archives
Jon Bartlett	Okanagan Historical Society – Similkameen Branch, Princeton Traditional Music Festival and Princeton Community Arts Council
Mary Bedford	Vermilion Artists
Joann Gabriel	Princeton Community Arts Council and Community Services
Barbara Gagnon	Princeton Community Arts Council
Del Hall	Princeton Community Arts Council
Tim Hall	Artist
Marjorie Holland	Princeton Community Arts Council and Potter's Guild
Vicky Jones	Facilitator
Joan Kelly	Community Band and Vermilion Forks Field Naturalists
Nadine McEwen	Town of Princeton
Sheena Montgomery	The Anchorage
Rika Ruebsaat	Okanagan Historical Society – Similkameen Branch and Princeton Traditional Music Festival
Elaine Rutherford	
Ed Staples	Artist and Potter's Guild
Nienke Staples	
Lyle Thomas	Town of Princeton and Regional District of the Okanagan-Similkameen
Cathie Yingling	Vermilion Forks Field Naturalists

February 3rd, 2011

Cllr. Frank Armitage	Town of Princeton
Jon Bartlett	Okanagan Historical Society – Similkameen Branch, Princeton Traditional Music Festival and Princeton Community Arts Council
Mary Bedford	Vermilion Artists
Kelley Cook	China Ridge Trails
Marjorie Holland	Princeton Community Arts Council and Potter's Guild
Vicky Jones	Facilitator
Dierra Maynard	Similkameen Spotlight
Nadine McEwen	Town of Princeton
Rika Ruebsaat	Okanagan Historical Society – Similkameen Branch and Princeton Traditional Music Festival
Terry Malanchuk	Princeton & District Museum & Archives
Charles Webber	Regional District of the Okanagan-Similkameen

Appendix 2 - Princeton Cultural Plan Survey 2010

What is your age group?

Answer Options	Response Percent	Response Count
Under 18	21.2%	31
18-25	2.1%	3
26-34	4.8%	7
35-44	11.0%	16
45-54	15.8%	23
55-64	22.6%	33
65+	22.6%	33
<i>answered question</i>		146
<i>skipped question</i>		7

Did you grow up here or move to the Princeton area?

Answer Options	Response Percent	Response Count
Grew up in Princeton	20.1%	28
Moved to Princeton area	79.9%	111
<i>answered question</i>		139
<i>skipped question</i>		14

How important is it to you that arts, heritage and culture opportunities are available in Princeton?

Answer Options	Response Percent	Response Count
Very important	46.6%	68
Important	34.9%	51
Somewhat important	13.0%	19
Not important	5.5%	8
<i>answered question</i>		146
<i>skipped question</i>		7

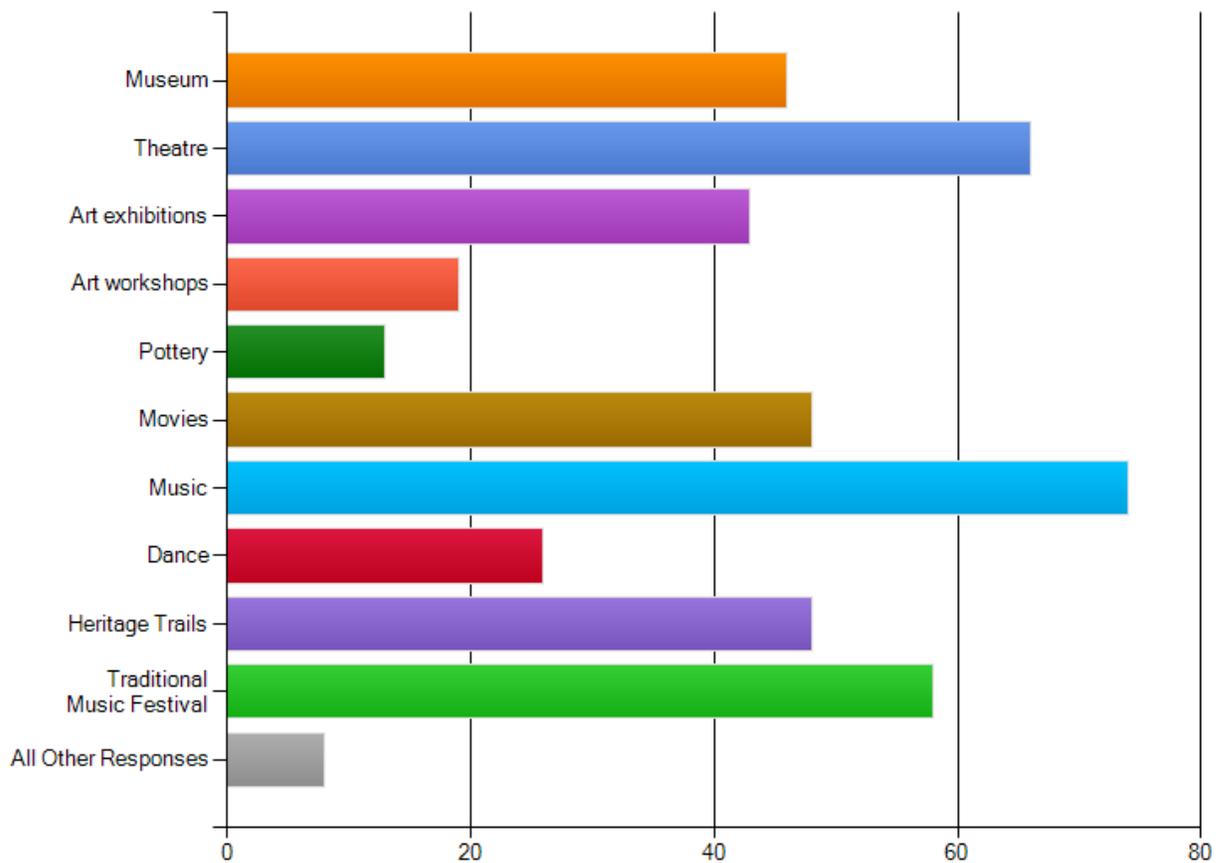
How often do you take part in a cultural event each year (e.g. act, play music, workshop)?

Answer Options	Response Percent	Response Count
Never	23.2%	32
1-2 times	36.2%	50
3-5 times	18.1%	25
6-10 times	8.7%	12
More than 10 times	13.8%	19
<i>answered question</i>		138
<i>skipped question</i>		15

How often do you attend a cultural event each year (e.g. play, concert, festival)?

Answer Options	Response Percent	Response Count
Never	9.7%	14
1-2 times	28.3%	41
3-5 times	36.6%	53
6-10 times	17.2%	25
More than 10 times	8.3%	12
<i>answered question</i>		145
<i>skipped question</i>		8

What are your 3 favourite arts & culture activities or events in the Princeton area?



Other responses: reading, Fall Fair, Rodeo, Racing Days, air shows, naturalist club, X-C skiing, mountain biking & hiking, charities, functions and clubs.

How satisfied are you with the cultural events and activities that you take part in?

Answer Options	Response Percent	Response Count
Very satisfied	21.6%	30
Satisfied	56.8%	79
Somewhat dissatisfied	16.5%	23
Not at all satisfied	5.0%	7
<i>answered question</i>		139
<i>skipped question</i>		14

Do you prefer to go to arts and culture events in the:

Answer Options	Response Percent	Response Count
Afternoon	18.1%	25
Evening	26.1%	36
Don't mind	47.1%	65
Depends on transportation?	8.7%	12
<i>answered question</i>		138
<i>skipped question</i>		15

Do you think it is important for a community to celebrate diversity?

Answer Options	Response Percent	Response Count
Yes	73.9%	105
No	6.3%	9
No opinion	19.7%	28
<i>answered question</i>		142
<i>skipped question</i>		11

Do you feel that First Nations culture should be better represented in our community?

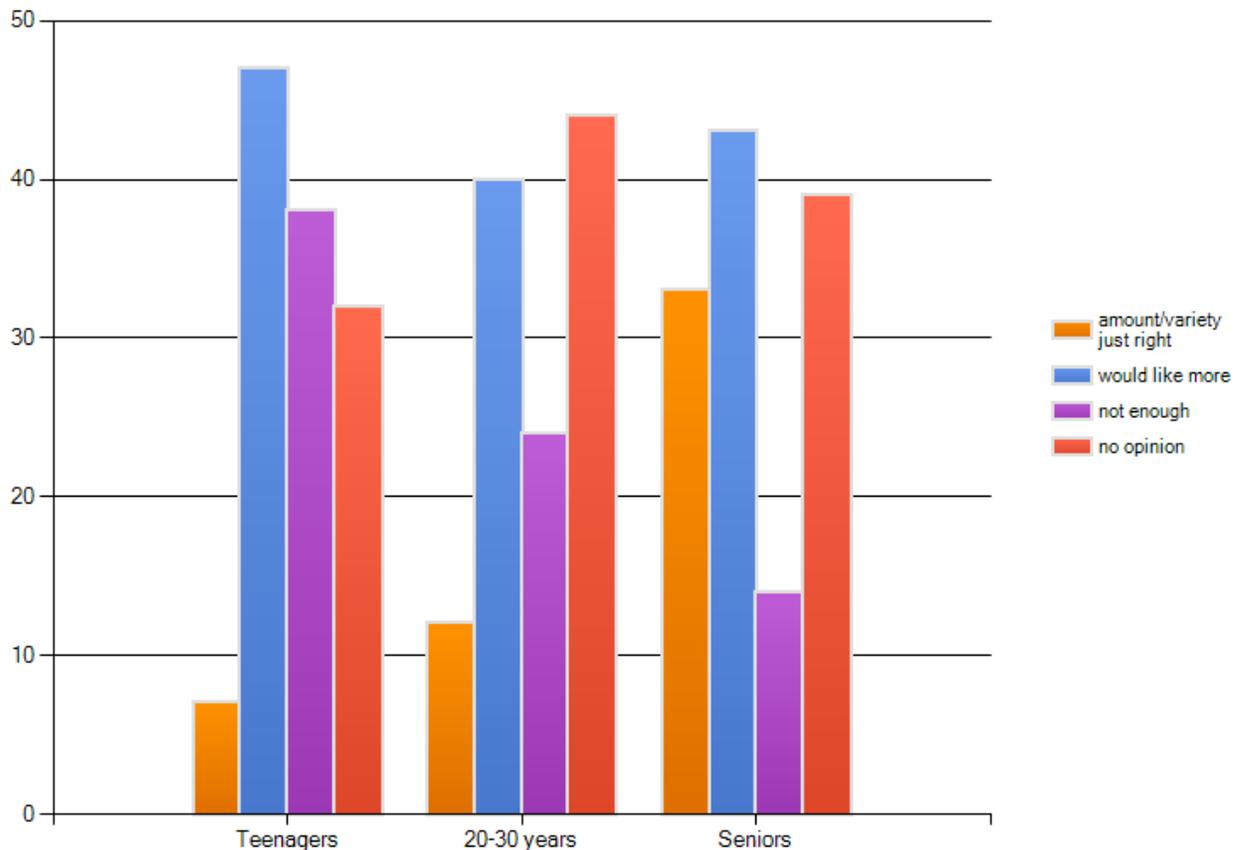
Answer Options	Response Percent	Response Count
Yes	57.0%	81
No	13.4%	19
No opinion	29.6%	42
<i>answered question</i>		142
<i>skipped question</i>		11

If yes, in what way.

Answer Options	Response Percent	Response Count
Publications	41.6%	32
Museum exhibits	61.0%	47
Arts & culture events	85.7%	66
Other	11.7%	9
Other (please specify)		11
answered question		77
skipped question		76

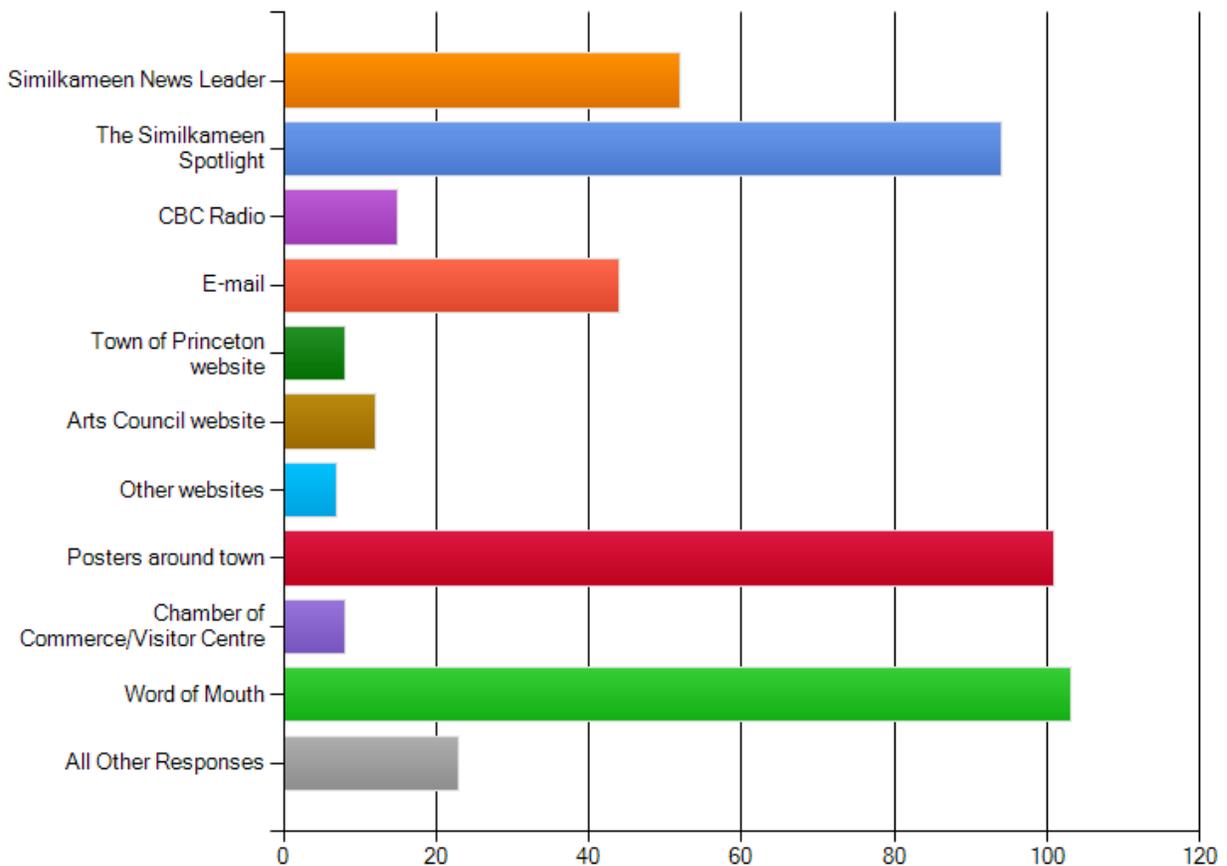
Other: Events that reflect First Nations culture. Native lead workshops, Ochre Bluffs & pictographs signed, mapped, & advertised. First Nations performing arts (music and dancing). Cultural liaison/communication with the USIB. Support network like a women's group.

How do you feel about the amount of arts, heritage & cultural activities that are available to:



In response to the follow up question "What would you like to see" popular answers referred to better youth programming, particularly for teens including a drop-in centre and better under 5 programming.

How do you find out about arts, heritage, & cultural activities? Select as many as apply.



Of the “Other (please specify):” responses the electronic sign at Town Hall (11%) and the Town of Princeton Leisure Guide (1.5%) were the most frequently mentioned.

Do you like to attend cultural celebrations and events in open spaces that take advantage of our environment?

Answer Options	Response Percent	Response Count
Yes	82.4%	117
No	4.9%	7
No opinion	12.7%	18
<i>answered question</i>		142
<i>skipped question</i>		11

Would you like to see Veteran's Square used more for arts, culture and heritage events?

Answer Options	Response Percent	Response Count
Yes	86.3%	113
No	13.7%	18
If yes, what sort:		64
<i>answered question</i>		131
<i>skipped question</i>		22

The most popular suggestions for “if yes, what sort” were (in order of preference): music/concerts, art displays, shows (“pieces for sale”, “Street Art”, “Art in the Park”), theatre/plays, festivals, dance (pow wow/native dancing/folk dancing)

Other suggestions: weekend exhibits; performance art, fall event for kids (pumpkin carving), small farmers' market, flea market, Christmas event, food around the world event, museum involved in event, seasonal events, crafts, art workshops/lessons (“summer painting in the park”), sing along, solo artist performances.

COMMENTS “Events this past summer were fabulous” and any event that brings the community together.

Do you take part in any creative or artistic activities?

Answer Options	Response Percent	Response Count
Yes	54.1%	72
No	45.9%	61
If yes, in what area?		64
<i>answered question</i>		133
<i>skipped question</i>		20

If yes, please specify:

Music, painting, pottery, ceramics, drama or art in general were the most mentioned.

Do you consider yourself an artist? (visual, performing or literary)

Answer Options	Response Percent	Response Count
Yes	42.9%	57
No	57.1%	76
If yes, in what area?		52
<i>answered question</i>		133
<i>skipped question</i>		20

If yes, in what area?

Music, pottery, graphics, drawing, ceramics, fabric arts, sculpture, painting, performing arts, visual and even animation/anime were mentioned.

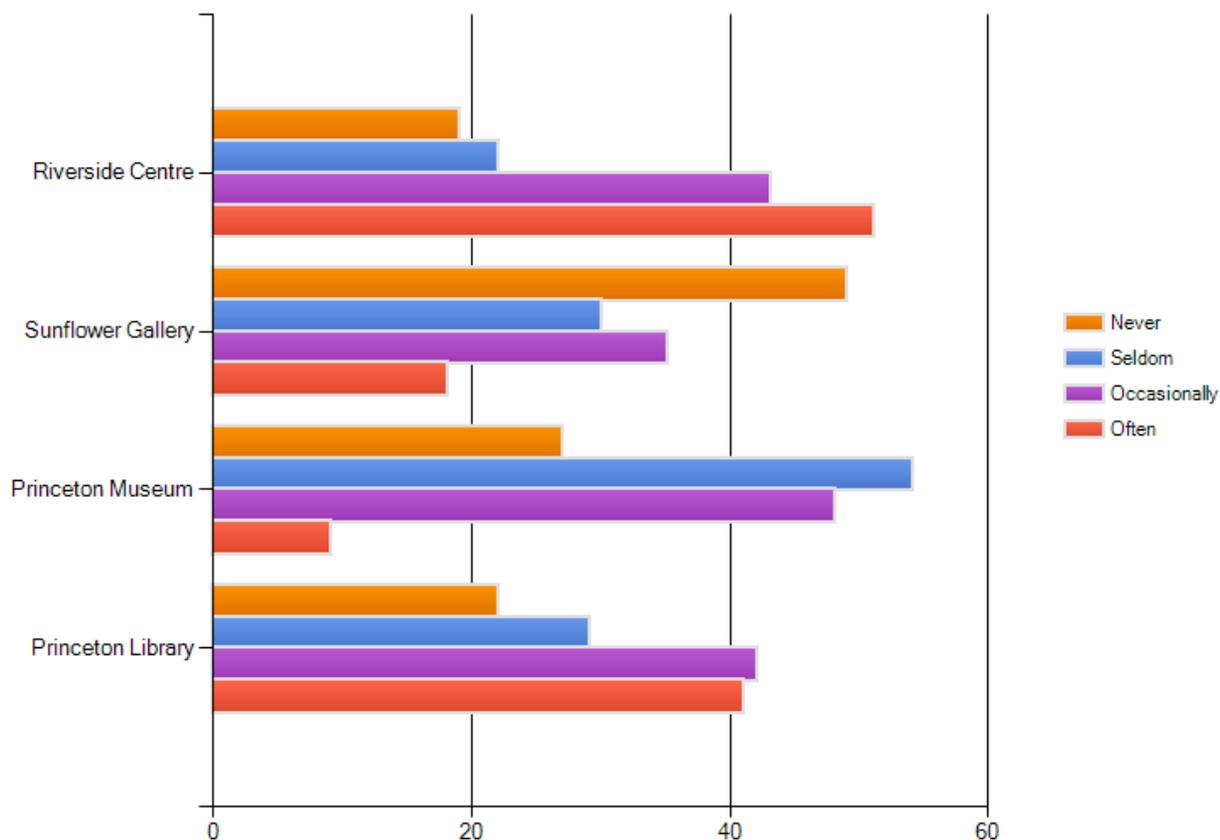
Do you think we need more cultural facilities or spaces in Princeton?

Answer Options	Response Percent	Response Count
Yes	43.0%	49
No	57.0%	65
If yes, please specify:		39
<i>answered question</i>		114
<i>skipped question</i>		39

If yes, please specify:

Theatre, gallery, concert venue as well as an indoor swimming pool were some of the suggestions, but most wanted existing facilities improved.

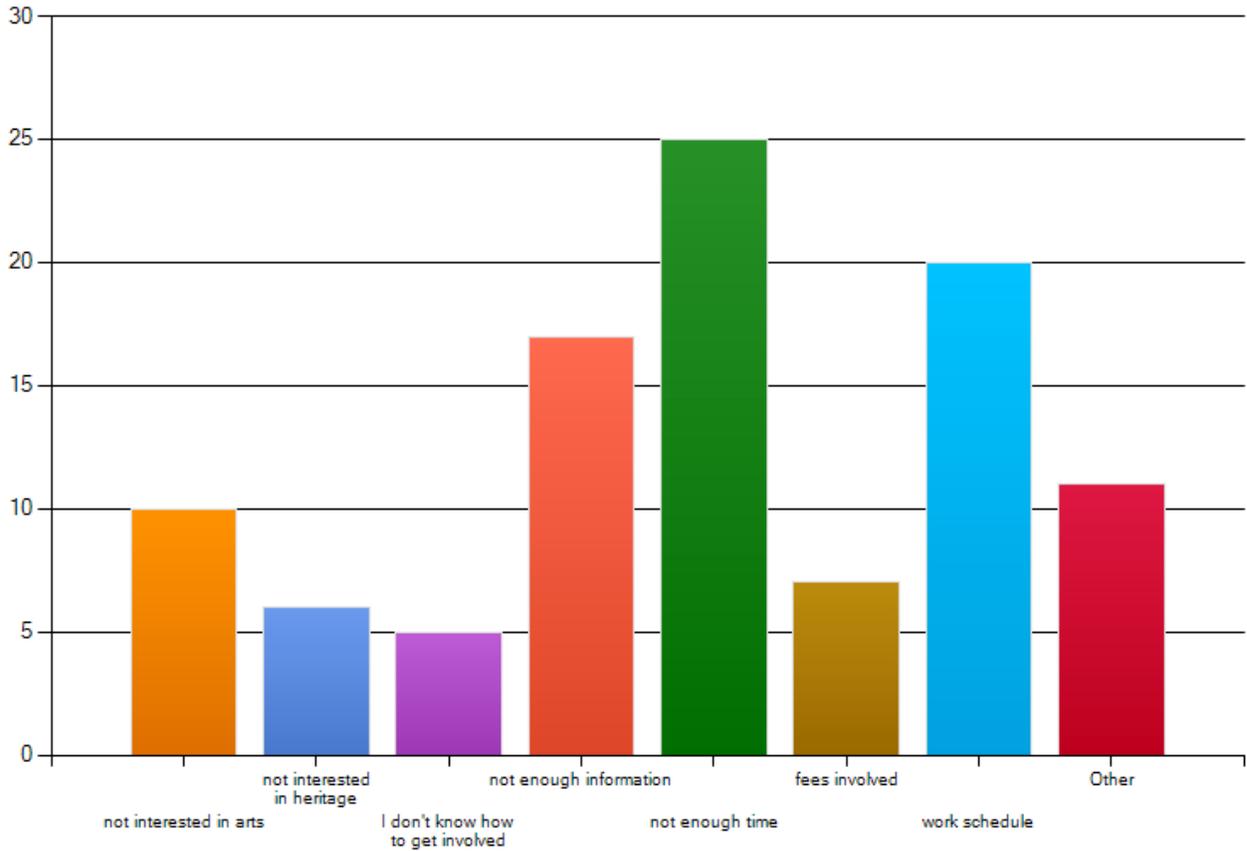
How regularly do you use/visit the following Princeton cultural venues or sites?



If you have not visited one or more of these places, please explain why not:

Sunflower Gallery - Don't know where it is. Never heard of it. Awareness. It's very small and unadvertised. Opening hours. Museum - Nothing of interest at the museum. Not marketed well. General - Too busy. Not interested. I had no idea we had those things. Don't know what is going on. Boring. Most of these places are not open at available hours due to my work schedule, none of these facilities have what I'm looking for.

**If you do not currently use any cultural facilities or spaces in Princeton, what prevents you?
Please select all that apply.**



Most common answers for other: Nothing applies to teens (also not a lot of advertising). Isn't for my kind of audience. Live out of town. Health. Transportation. Not full-time residents. "If the advertising was engaging enough, I would probably make the time to go."

How would you rate Riverside Centre as a venue for performances, films and exhibitions?

Answer Options	Response Percent	Response Count
Very satisfactory	28.1%	34
Satisfactory	46.3%	56
Somewhat satisfactory	21.5%	26
Not satisfactory	4.1%	5
Additional comments:		30
<i>answered question</i>		121
<i>skipped question</i>		32

Additional comments: Better, more comfortable seating was the most mentioned. Other comments included a lack of information on activities and improvements to exterior, including signage and interior for theatre.

Are there other activities you would like to see at Riverside Centre?

Answer Options	Response Percent	Response Count
Yes	55.3%	63
No	44.7%	51
If yes, what:		64
<i>answered question</i>		114
<i>skipped question</i>		39

If yes, what:

Concerts – classical, chamber, rock, professional music performances, Concert society.
 Dance - A Highland Dance competition, Teen dances, dance companies.
 Movies - More adult films, Independent films. Documentaries, foreign film.
 Theatre - A musical production. Travelling theatre productions. Dinner theatre (possible put on by different clubs as fund raiser).
 More children's activities – crafts etc, “Kids” festival.
 Art - Eventually an artist-in-residence studio space. Permanent exhibits of local artists.
 Workshops/ lessons - music, children's activities, a slumped (fused) glass workshop.
 Other - video gaming contest, “Community Dinners/Wine/Cheese/Music”, health fair, comedians.

How would you rate the Princeton Museum on its exhibits?

Answer Options	Response Percent	Response Count
Very satisfactory	22.6%	26
Satisfactory	51.3%	59
Somewhat satisfactory	19.1%	22
Not satisfactory	7.0%	8
<i>answered question</i>		115
<i>skipped question</i>		38

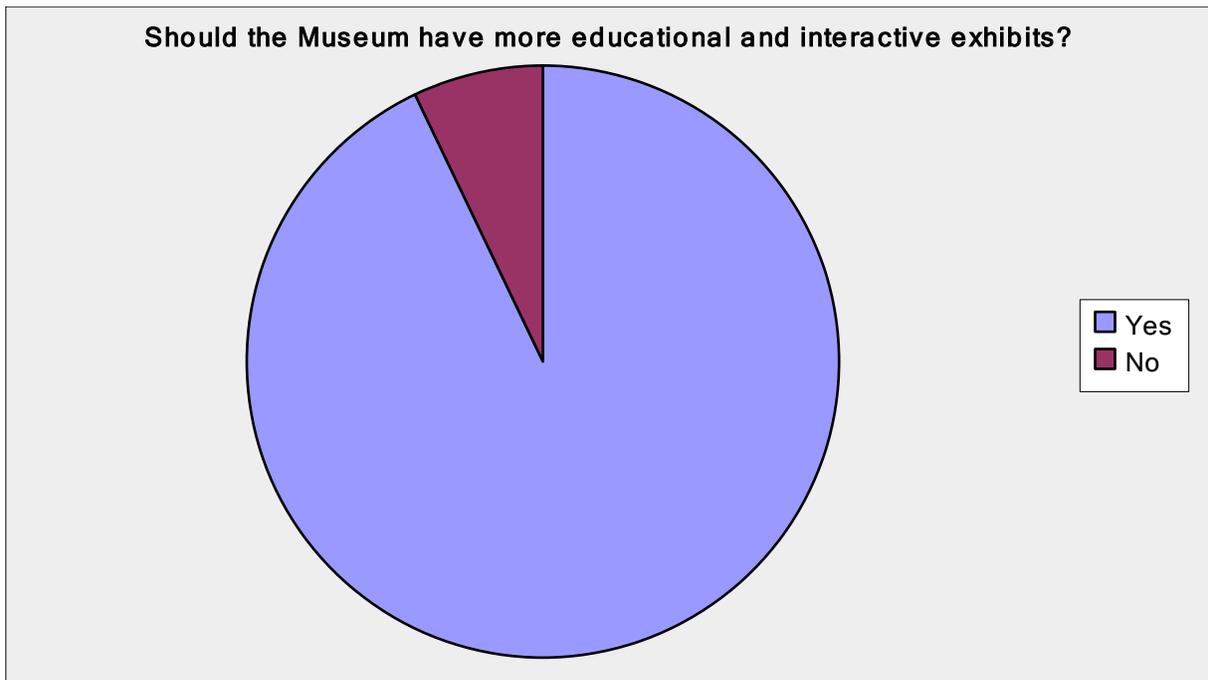
What are you most interested in at the Princeton Museum? Select all that apply:

Answer Options	Response Percent	Response Count
Displays & exhibits	56.9%	66
Pollard fossil collection	55.2%	64
Archives	28.4%	33
History of Princeton & area	64.7%	75
<i>answered question</i>		116
<i>skipped question</i>		37

What would you like to see in the new extension of the Museum? Select all that apply:

Answer Options	Response Percent	Response Count
Rotating exhibits	67.2%	84
Gift shop	48.8%	61
Sites to visit in area	53.6%	67
Local First Nations history	53.6%	67
<i>answered question</i>		125
<i>skipped question</i>		28

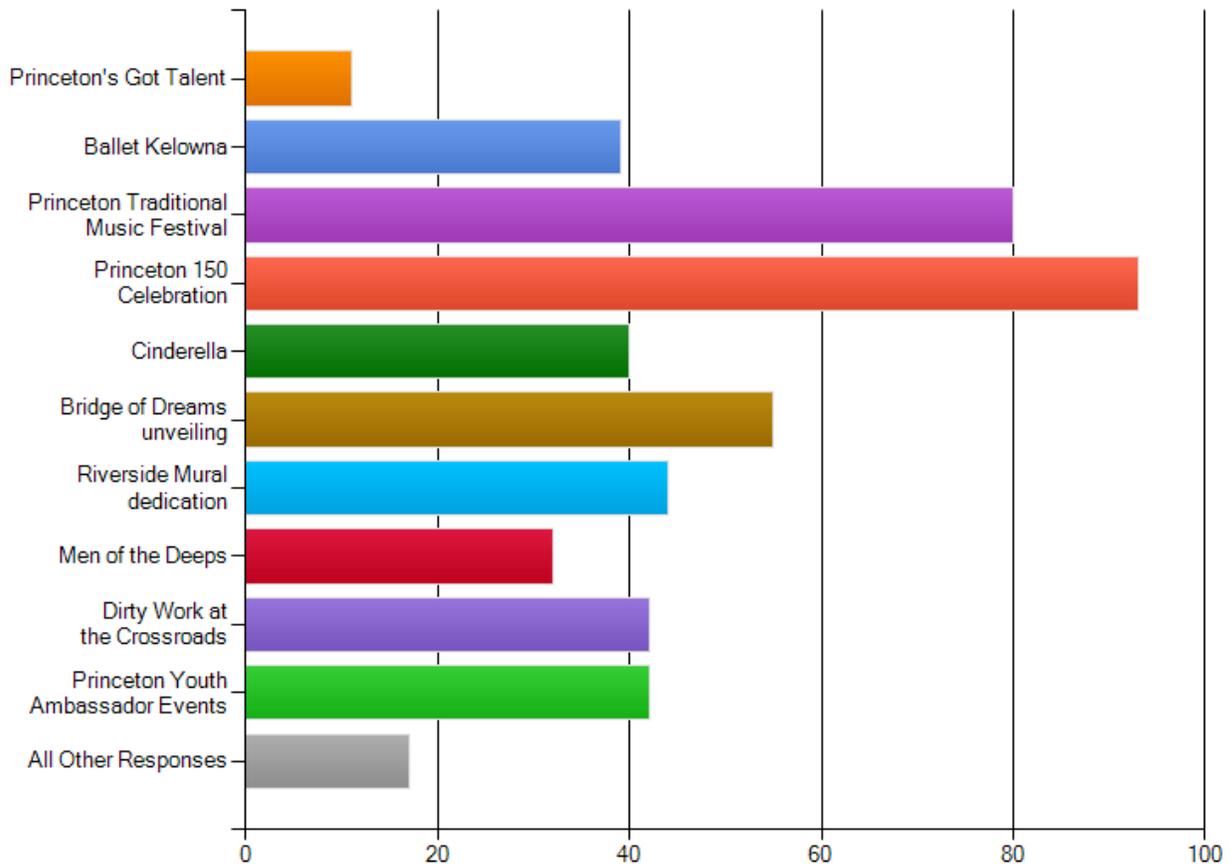
Should the Museum have more educational and interactive exhibits?



Have you attended any events organized by the following organizations in the last year?

Answer Options	Response Percent	Response Count
Princeton Arts Council	65.6%	61
Vermilion Artists	51.6%	48
Princeton Performing Arts Society	81.7%	76
Potter's Guild	35.5%	33
<i>answered question</i>		93
<i>skipped question</i>		60

Which of the following events have you attended in the last year? Select all that apply.



Other events attended:

Okanagan Historical Society Presentations, Memeza Africa, Kelley Cook's presentation on historical Tulameen Trails, Art exhibits, Mural workshop, pottery workshop, Princeton Air Show, Pat Le Poidevin concert, concert at Cowboy Coffee, concerts at Veterans Square, Princeton Curling Club 80th anniversary, Pat Webber pottery workshop, library grand opening, movies, 2 other plays, Vermilion Forks Field Naturalists hikes and meetings, GamesTown event, Olympic ceremony.

Would you like more arts and culture events throughout the year (Oct.-May)?

Answer Options	Response Percent	Response Count
Yes	85.6%	107
No	14.4%	18
<i>answered question</i>		125
<i>skipped question</i>		28

What existing or new cultural activities are needed in Princeton? Select all that apply.

Answer Options	Response Percent	Response Count
Festivals	52.3%	67
Fairs/community events	47.7%	61
Art classes	38.3%	49
Outdoor concerts	72.7%	93
Dance	46.1%	59
Folkloric events	23.4%	30
Language classes	18.8%	24
Museums/arts exhibits	40.6%	52
Celebrations of diversity	37.5%	48
Library programs	28.9%	37
Exhibits specific to heritage	34.4%	44
Literary activities	28.9%	37
School art programs	32.8%	42
Craft workshops/exhibits	40.6%	52
Art in public spaces	54.7%	70
History programs	28.1%	36
Film festival	50.8%	65
Social dancing (folk, square)	35.2%	45
Theatre	54.7%	70
Building and streetscapes preservation	38.3%	49
Other	7.8%	10
Other (please specify)		16
<i>answered question</i>		128
<i>skipped question</i>		25

Other: Music lessons, professional music performances, professional art shows, youth activities of interest to youth, Town murals depicting the past history, Jazz/ballet/contemporary. Dancing, Winter Maypole Dancing, competitions (“talent show etc. totally a tournament”), workshops for young writers.

Do you see our shared or individual heritage as an important part of our everyday culture?

Answer Options	Response Percent	Response Count
Yes	67.2%	88
No	7.6%	10
No opinion	25.2%	33
<i>answered question</i>		131
<i>skipped question</i>		22

How would you rate your knowledge of the history of our community (e.g. mining, KVR, First Nations, trail routes)?

Answer Options	Response Percent	Response Count
Very little	9.2%	12
Little	21.4%	28
Medium	49.6%	65
Strong	13.0%	17
Very strong	6.9%	9
<i>answered question</i>		131
<i>skipped question</i>		22

Should we do more to promote historical sites including Ochre Bluffs, Princeton Mines, Ghost Towns, Granite Creek etc?

Answer Options	Response Percent	Response Count
Yes	85.3%	110
No	14.7%	19
Comments:		20
<i>answered question</i>		129
<i>skipped question</i>		24

Comments: Historic sites need to be preserved e.g. Granite Creek could have storyboards with photos and descriptions of the history of the area. Pamphlet and signage to sites. Protect the areas and involve First Nations while being sensitive to their needs and beliefs.

How do you rate the importance of authenticity in the restoration of older buildings?

Answer Options	Response Percent	Response Count
Very important	45.0%	58
Moderately important	34.1%	44
Slightly important	17.1%	22
Not at all important	3.9%	5
<i>answered question</i>		129
<i>skipped question</i>		24

Please rate the importance of the preservation of heritage homes and buildings.

Answer Options	Response Percent	Response Count
High	49.3%	66
Medium	33.6%	45
Low	16.4%	22
None	0.7%	1
<i>answered question</i>		134
<i>skipped question</i>		19

Please rate the importance of capturing and making accessible the memories of our pioneers.

Answer Options	Response Percent	Response Count
High	64.4%	85
Medium	25.0%	33
Low	7.6%	10
None	3.0%	4
<i>answered question</i>		132
<i>skipped question</i>		21

Do you feel cultural facilities and programs are important assets to have in a community?

Answer Options	Response Percent	Response Count
Yes	83.0%	112
No	3.7%	5
No opinion	13.3%	18
<i>answered question</i>		135
<i>skipped question</i>		18

Do you believe the quality of cultural facilities & programs helps attract/keep residents in Princeton?

Answer Options	Response Percent	Response Count
Yes	77.3%	102
No	8.3%	11
No opinion	14.4%	19
Comments:		22
<i>answered question</i>		132
<i>skipped question</i>		21

Comments: Suggest that the majority of people think that it was definitely an element in keeping people happy, active, positive and healthy when already in Princeton, but lot more things that attract people. The feeling is that it creates pride in the community which in turn is attractive to visitors. Although some people did negatively compare Princeton with larger centres nearby.

Quotes:

“A vibrant arts community is critical to the economic and social development of a community.”

“I currently hold a contract out of town, and work with people who are unemployed. Needless to say, I have referred a lot of people to apply at our new mine, and one of the number one questions I am asked is what does Princeton offer for arts, culture and recreation. More specifically, what is available for children and youth.”

“We’ve had a lot of visitors that come & stay longer as they find so much to do here that’s different! Also People are friendly, helpful & welcoming here!”

Do you consider cultural facilities to be a basic amenity and service that should be provided and available to all residents in any town?

Answer Options	Response Percent	Response Count
Yes	75.9%	101
No	8.3%	11
No opinion	15.8%	21
<i>answered question</i>		133
<i>skipped question</i>		20

Do you believe that the level of arts, heritage and cultural activity in the Princeton community affects our quality of life?

Answer Options	Response Percent	Response Count
Yes	81.7%	103
No	18.3%	23
If yes, please specify how:		38
<i>answered question</i>		126
<i>skipped question</i>		27

Repeated responses were providing a sense of community pride and spirit, improving quality of life by providing creative outlets, celebrates creativity, cooperation, and beauty. Also that it helps develop other social values and interaction and belonging.

Other comments were on the standard of entertainment and facilities meaning low audiences. Offering variety in entertainment and chances for our youth to develop performing and creative skills.

Do you agree that the study of culture and one's heritage is an important aspect of the education of our children and should be a part of our school curriculum?

Answer Options	Response Percent	Response Count
Strongly agree	45.9%	61
Agree	30.1%	40
Somewhat agree	20.3%	27
Do not agree	3.8%	5
<i>answered question</i>		133
<i>skipped question</i>		20

Do you agree that cultural understanding, appreciation and self expression are important aspects of youth education and development?

Answer Options	Response Percent	Response Count
Strongly agree	46.2%	61
Agree	33.3%	44
Somewhat agree	16.7%	22
Do not agree	3.8%	5
<i>answered question</i>		132
<i>skipped question</i>		21

Do you think arts, culture & heritage are important elements to attract tourists to Princeton?

Answer Options	Response Percent	Response Count
Yes	88.2%	112
No	3.1%	4
No opinion	8.7%	11
<i>answered question</i>		127
<i>skipped question</i>		26

Do you believe that the level of arts, heritage, and cultural activity influences the climate for business in the Princeton community?

Answer Options	Response Percent	Response Count
Yes	81.8%	99
No	18.2%	22
Specify how:		55
<i>answered question</i>		121
<i>skipped question</i>		32

Specify how: The general feeling was that a vibrant arts community draws visitors into the town to spend their money in restaurants, stores etc. An example often quoted is the Traditional Music Festival. Someone even gave an example of people moving to town because of this.

If you are a business would you be willing to sponsor events with cash, products, or free services in return for recognition?

Answer Options	Response Percent	Response Count
Yes	31.3%	20
No	10.9%	7
Depends upon the event/organization.	57.8%	37
<i>answered question</i>		64
<i>skipped question</i>		89

Do you think there should be one organization responsible for the coordination and/or promotion of arts, culture & heritage in the area?

Answer Options	Response Percent	Response Count
Yes	59.5%	69
No	40.5%	47
Comments:		50
<i>answered question</i>		116
<i>skipped question</i>		37

Generally, the responses in favour of one organization felt it would help continuity, prevent duplication, prevent confusion, improve communication, help with funding and ensure cohesion and growth of the arts. It was felt that if this was to be done a paid administrator would need to be employed to ensure consistency. Or at least one source overseeing promotion.

Quotes - "We need to be unified so the community understands that arts and culture are organized."
 "Only if that organization is willing to lead and not push."
 "I believe separate groups promoting their own sphere of cultural activity under the umbrella of the Arts Council would be a democratic way of promoting the arts to the people of Princeton."

Those who didn't believe that one organization would be better felt that it may become a "dictatorship" or lose freedom and would not mean diversity. They also believed that more groups meant more skills and less burden on one group.

Quotes - "Why put all eggs in one basket - if that basket is not strong = no eggs."
 "I wouldn't want to see one ineffectual organization that costs more money. there are groups already in place that can work together to achieve this goal."

"Having a core group aka Special Events Society would ensure that the events could be more successful if run by a common group with a set design of plans instead of many groups doing their own things- lack of organization and more inclined to "re-invent the wheel" mentality instead of a shared vision for successful events for everyone!"

Do you think that existing print materials, advertising, and websites adequately and attractively promote Princeton's arts, culture & heritage?

Answer Options	Response Percent	Response Count
Yes	51.8%	57
No	48.2%	53
Comments:		36
<i>answered question</i>		110
<i>skipped question</i>		43

Comments: Most feedback talks about the needs for improvement of the existing websites (Town, Museum) through updated and more comprehensive information and the implementation of the Town website. Also felt that needed advertising to highlight our best assets i.e. the landscape and the historical themes and stories. Improved signage leading into town and in town and better representation on the arts in the Visitor Guide.

In your opinion what makes Princeton unique and distinctive?

Quotes

History and heritage – rich and unique community history.- KVR trail - untapped heritage resources – history in so many areas mining, agriculture, trains - families from first settlers still in area.

Nature - The great deal of scenery - great rural areas - Its location at the joining of two rivers.

Outdoor activities - year round - recreation - hiking & biking in town.

Proximity to larger areas. - ideal location close to bigger centres yet geographically isolated.

Climate - lots of sunshine to make people happy.

People that live here - community spirit is very good. Many outstanding volunteers who support one another and make our community very united. Princeton is a very friendly community. Its ability to adopt and accept as its own the handicapped. Our sense of community and how we pull together to help the less fortunate. Strong and down to earth. Variety of people, ages - The closeness of the people. The caring people.

Small town feel - it's small town "can do" attitude

Traditional Music Festival - Concentration of some wonderfully artistic people - great music - Rich in culture.

First Nations - The peaceful exchange with First Nations.

Imagine your ideal Princeton in 10 years, what would that look like?

Most people see the below reasons as making Princeton a “Destination for tourists.” more welcoming and attractive to tourists.

Key Areas

1. Preserved, restored and historic streetscape with a theme that reflects it's heritage. “The downtown would look more like a 150 year old community should - with historical looking facades like Fort Langley.” Examples of places to be like O'Connor, WA; Kimberley; Chemainus, Nelson, "Kaslo of the Similkameen". Also generally tidying up and beautifying the downtown and making the Highway frontage more appealing to attract people into town.

2. In terms of art, murals were mentioned by several people as well as developing an atmosphere for up and coming artists to thrive. Also a wish list of facilities including: a theatre, an outdoor amphitheatre for outdoor performances, more visual arts courses, an expanded Sunflower Gallery, small movie theatre, public art walk, upgraded and improved Riverside Centre. “It would be the musical hub of the Similkameen.” A broader range of live performances (music, theatre, dance).

3. Lot of people want indoor swimming pool/aquatic centre/rec centre, some suggested that also includes arts and crafts as well.

Also most expressed the wish for the town to keep its small town feel whilst getting more shopping diversity with no big box stores. More interesting shops i.e. bookstore, bakery with healthy tasty food, more ethnic restaurants.

List 3 words that come to mind when you think of arts, culture & heritage in Princeton.

People mostly used positive adjectives when answering this question. These included important improving, potential, talent, developing, expanding, diverse, fun, enthusiasm, excitement, variety. Activities were also named including music and theatre. Historical or history was the most used word after the Traditional Music Festival. In terms of facilities, organizations or events the following were mentioned in order of number of responses: Traditional Music Festival, Museum, Riverside, PAC, gallery, theatre, library.

Please add any other comments regarding arts, culture & heritage in Princeton that you would like to share?

Most often commented was that Princeton had greatly improved in arts, culture and heritage over the last few years particularly through the work of volunteers. The Arts Council was mentioned as doing a good job and also projects like the Bridge of Dreams and Princeton 150 were noted as examples of volunteers successful and hard work.

An emphasis on teaching local heritage more to children was mentioned.

Again, teen resources and activities were mentioned by several people with the need for more activities to keep young people involved and away from negative activities. Said that free activities would help more.

Quotes - “We need to market what we have to offer. Our community should be a destination, not a stop on the road. We have much to offer..... time to let others know about it.”

“Art in public places would give people something to stop for and help our community appear cared for and pride filled.”

“I feel not enough attention is given our natural resources and the activities they generate.”

“I think Princeton could benefit greatly by showcasing/promoting the professional artists more. As with the folk music festival this would attract people to the community and help gain more support from businesses and provide some stimulus to the town.”

Please note: Figures in charts are for number of respondents not percentages unless indicated otherwise.

Appendix 3 - Community Forum on Culture

October 4th 2010, Riverside Centre

The aim of this forum is to get more detailed input from you on arts, culture and heritage in Princeton and tonight we would like you to discuss these questions.

1. What immediately comes to mind when you think of arts, culture and heritage in Princeton?

- music festival
- Riverside
- rodeo
- history
- theatre
- library
- awareness of arts, culture & heritage growing in the community
- art gallery
- town square and gazebo
- volunteers
- quilters
- art shows
- workshops
- community spirit
- vibrant
- disconnect of people
- faux western architecture/unified 'theme'
- variety – 'ballet to posse'
- growing (in past year or so bigger – appeals to greater variety of people)
- amateur (love of it)
- collaboration from all areas of the community
- talent-number of 'artists' v. population

2. What do you see as the strengths and weaknesses of arts, culture and heritage in Princeton and also what are the opportunities and threats?

Strengths

- variety of offerings
- everyone is able to get involved in one way or the other
- town council support of arts, culture and heritage initiatives
- introductory courses in art, music, pottery = accessibility
- volunteers
- Riverside venue and staff
- resources
- collections e.g. Pollard fossil collection
- new people
- arts council

Weaknesses

- lack of transportation for elderly & lesser able
- location for elderly & lesser able
- balance – variety for age/youth
- lack of different levels

- difficult to engage new people (link back to variety and age)
- tends to be the same people who do more than one activity
- challenge of doing courses at different levels = expertise v. funding/pricing
- repeated programs because reduced base of facilitators and establishing new course expensive due to need for set up, supplies etc
- geographic isolation
- limited and ageing volunteers = potential burnout
- lack of communication
- signage – directional and on building (particularly Riverside and arena). Bridge of Dreams from KVR/Trans Canada = people missing opportunities/events
- electronic notice board – limited space

Opportunities

- Similkameen Valley as whole
- First Nations
- internet – e-mail database, phone, schools, electronic message board
- growth of community = good – more people using facilities, particularly new ones (library), but also strain on resources.
- social enrichment
- welcoming to new people + capitalize on their skills/interests
- ask youth what they would like to see/do
- when not 3 events put up standard message on electronic board re: Riverside

Threats

- reduced funding
- membership base limited - new tutor from outside but cost prohibitive to new people – catch 22 – cost v. demand/experience level
- problem with coordination/scheduling - time clashes - limited base of people to take part = split interests
- growth of community more people using facilities = strain on resources.

3. Is there any issue, event or need that you would like the arts, culture and heritage plan to address?

- facility good start. Lot more could be done in/to the theatre – improvements = funding needs
- professional performing arts programming – attendance at previous events supports demand for that – issue is the volunteer time required to look/get that – how best to proceed (costs & time)
- PAC – Executive Director paid position part-time or full-time – other province examples e.g. Golden
- town – heritage – architecture & signage done well and authentically e.g. Skagway/Ketchikan = colourful and attractive
- Welcome Wagon arts, culture and heritage insert – develop specific piece of literature for this and other uses
- Princeton 150 showed how all different groups can come together to work on something so shows how can develop complementary programming with existing events

What do you see as the benefits of having a strong arts, culture and heritage presence in Princeton?

- tourism
- small town vibrant arts culture to retire
- 'makes people want to live here'
- adds to economy
- encourages people to be more active

- social interaction between different groups/areas of the community – increased tolerance/awareness
- enhances community spirit
- ownership
- develops the aesthetic sensibility and character of the individual – 'worth of art for arts sake'
- town square, gazebo, murals give people a focus/centre
- small resource towns survive if they are more culturally rich & vibrant – said at Ministry of Tourism meeting in Kelowna
- residents and visitors
- sense of identity for town community pride
- keeps people in town to use our own facilities rather than go out of town
- being an artist isn't necessarily financially viable, but gallery attracts people and they then spend money at other businesses.

Appendix 4 - Focus Group Discussions

Nov. 23rd 2010 – Riverside Centre

Overall issues and other strategies to refer to when developing cultural plan's priorities, action points and responsibilities.

- Understanding of the new town strategy and marketing plan would be helpful for this.
- Thompson Rivers University REDTree project Marketing Strategy – a promotion and packaging model has been developed for Winter Tourism Opportunities over the next 5 years as concerns China Ridge which may also be used as a basis for the promotion of other organizations.
- At present Princeton is in transition because of the mine as unlike other small towns that are decreasing in size our town is growing.
- Flip side to the growth is that we are not ready to see a great increase in attendance to events because of this growth and/or improved promotion around the region. Demands are already high on accommodation and other facilities.

Please Note: Under history and heritage all notes in italics are relevant additions made to the discussion the following day by Sharon Anderson.

ARTS AND CULTURE GROUPS

Discussion group: Del Hall, Jon Bartlett, Esther Donovan, Derek Hodgson & Marjorie Holland.

Identify the top 3 cultural priorities/goals for the community to work on in the next 5-10 years as concerns arts and culture groups.

1. COORDINATION

The coordination of promotion to increase visibility, consistency and functionality of arts and culture groups within Princeton and Area H.

This would include centralized input for: calendaring; advertising; Leisure Guide; website.

What action needs to take place to achieve these goals?

- Employment of a paid coordinator to coordinate the above by working with all parties involved to ensure consistency and prevent duplication.

Who needs to be involved to help implement these goals and how?

Town of Princeton, tourism agencies and long term Similkameen Valley arts & culture groups.

2. UNIFYING GROUPS

Bringing all groups (volunteer, business, town and region) within the community together to work towards a common arts and culture goal including: the communities from Manning to Cawston; arts, culture and heritage groups in town; and businesses.

What action needs to take place to achieve these goals?

- Employment of a paid coordinator to build and develop relationships within the community and the Similkameen Valley. For example, by developing a package – hotel, meal and event deal or a dinner and the theatre package with a special menu.

- Encourage involvement of all local businesses particularly the mine and Weyerhaeuser.

Who needs to be involved to help implement these goals and how?

Town of Princeton, local businesses, Chamber of Commerce, RDOS and Similkameen Valley arts and culture groups.

3. PRINCETON - CULTURAL CENTRE FOR REGION

The long term goal is to transform Princeton into an artistic cultural centre for the region. The advantages that Princeton has to attract and develop arts, culture and heritage are that it is:

- close but not too close to Vancouver;
- cheaper to live and work;
- growing in population with changing demographics.

What action needs to take place to achieve these goals?

- Employment of a paid coordinator to approach political and cultural bodies for support including funding.
- Develop a Regional Annual Art Show/Similkameen Arts Festival using all of Riverside.

Come up with a long term vision for arts, culture and heritage in Princeton.

LONG TERM GOAL = SIMILKAMEEN VALLEY ARTS COUNCIL.

Examples of communities already doing this are Arrow Lakes and Cowichan Valley. Princeton would lead by example first and then bring the rest of the area on-board.

EVENTS & COMMUNITY INVOLVEMENT

Discussion Group: Nadine McEwen, Joann Gabriel, Joan Kelly, Sheena Montgomery and Rika Ruebsaat.

Identify the top 3 cultural priorities/goals for the community to work on in the next 5-10 years.

1. MAINTAIN EXISTING COMMUNITY EVENTS

Need to maintain and support existing events and organizations by looking at ways to support each other as many organizations are struggling with the same issues: volunteers burnt out and ageing.

What action needs to take place to achieve these goals?

- Organizations should combine their resources. For example, PXA, Fall Fair, Rodeo and Racing Days could i/ become one organization or ii/ all take place over the same weekend.
- As the arts and culture discussion group also suggested events/organizations should be coordinated to develop one calendar for promotion.

2. DEVELOP NEW EVENTS AND IMPROVE AND EXPAND EXISTING EVENTS

Need to look at ways to bring people into town whether tourists or locals when events are happening through better promotion and new or improved events that meet the community's needs.

What action needs to take place to achieve these goals?

- Improved signage on the highway for events to draw in Highway traffic;
- Move some events downtown to i/ Vermilion Square and the ii/ Mall Parking Lot;
- Improve access to events by implementing better ticket sales systems e.g. Web sales;
- Revitalize existing or lapsed events, for example the Concert Society. Conduct a short survey to gauge what type of performers people are interested in for a series. The Princeton

150 event showed us the pool of talented local and regional performers. (Note: PAC are currently looking at ways to introduce a new concert series which would be eligible for BC funding.)

- Develop new events. i/ Develop a speaker series. Conduct research into who we would like to see and would be a big draw, such as when David Suzuki came. He was popular because well known and addressing a topical issue to the area.

ii/ Introduce a Farmers' Market – focus on growers and artisans from the Similkameen Valley. Fall Fair could organize the market in a closed off Veterans' Square in the weekends leading up to Fall Fair.

3. EXPAND COMMUNITY INVOLVEMENT

It is important to get buy in from own community both to attend and take part in events. As mentioned under existing events, volunteers are getting burnt out as the same people are involved again and again so it becomes difficult to get the jobs done that are needed i.e. making costumes, promotion. Also if local people are interested in an event they will bring other people in from out of town.

What action needs to take place to achieve these goals?

- Expand volunteer base through merging of similar smaller organizations where appropriate resulting in combined resources (one Board mean less meeting hours and duplicated responsibilities).

- Increase attendance to events through: more attractive and widespread promotion (e.g. Web blog); easier ticket purchase options; downtown location or improved transportation.

- Assess town resources to ensure better use. For example, Council appointing representatives to serve on Boards like the library to free up Councillors time for other needs.

HERITAGE AND HISTORY GROUP

Discussion Group: Sharon Anderson, Brenda Gould, Terry Malanchuk, Diane and Bob Sterne.

Identify the top 3 cultural priorities/goals for the community to work on in the next 5-10 years.

Please note that all 3 priorities are important for the town of Princeton as well as in the rest of Area H and the Similkameen Valley.

1. PROTECTION

Need to ensure that existing and newly discovered areas, buildings and items of historical significance are protected. *If our community is serious about sites and trails protection is necessary first as without protection there is not much point in doing interpretive work or trying to market these assets within our community.*

What action needs to take place to achieve these goals?

- Cooperation of Town and RDOS to make this issue a priority.

- Implementation of policies and bylaws to support the protection of areas, buildings and items of historical significance.

- Recognition of sites and implementation of a heritage registry. *The town and RDOS should transfer the information from the Provincial registry relevant to our area onto that registry as a starting point working in consultation with Brenda Gould who has done a lot of work in this area for the USIB.*

Who needs to be involved to help implement these goals and how?

The Union of BC Municipalities & the BC Heritage Branch, the Museum and other heritage groups as well as the Town of Princeton and RDOS.

2. PRESERVATION & RESTORATION

Once protected need to ensure that areas, buildings and items of historical significance are protected.

What action needs to take place to achieve these goals?

- Research and applications for funding to local, regional and national agencies as well as sponsors and foundations.
- Development of a strong working relationship with RDOS and Town as they are needed to address and implement the policy.

Who needs to be involved to help implement these goals and how?

The Museum, other history and heritage groups, the Town of Princeton and the RDOS.

3. INTERPRETATION

Interpretation elements need to be expanded and developed for new and existing areas, buildings and items of historical significance. Visitors to the area for heritage reasons have already increased over the last 5 years. Terry Malanchuk has collected figures that suggest almost 5,000 people in 2010 visited up from 800-1200 five years ago. Bob Sterne from the Mozey-on-Inn in Coalmont has even had to increase the numbers of free Coalmont heritage brochures he produces due to increased demand.

All of this demonstrates a unique opportunity in the area because of the restored historic trails in combination with the sites.

What action needs to take place to achieve these goals?

- Improved and new signage developed. For example, at Granite Creek have started research into where old buildings were and could then have storyboards in key places around which to develop a walking tour.
- Increased promotion including advertising, web listings and development of new promotional materials. i/ Introduction of Similkameen Valley Passport to promote the shared history of the area and encourage people to visit sites and attractions. ii/ Develop a geocaching program. iii/ Coordinated and inclusive mapping of key sites etc in the area.
- Increase access for public.
- Improve Education and public outreach. Princeton's history is taught in certain Grades at school in town but need to:
 - i/ influence the development of the curriculum *with the help of the community emphasizing the importance of this;*
 - ii/ develop education packages to support the curriculum – *would need to identify available funds;*
 - iii/ deliver programs at attractions that engage the students through the use of more interactive and modern technology (video, audio) in interpretive displays. *Museum - Possibilities such as a larger interactive display of the mines/shafts/location. Need to identify extra funding to achieve much of this.*

Who needs to be involved to help implement these goals and how?

Town of Princeton, RDOS, Museum, Upper Similkameen Indian Band, Vermilion Forks Field Naturalists, Vermilion Trails Society, Okanagan Historical Society – Similkameen Branch, School District #58 and retired and current teachers.

Existing Opportunities to Build On in 2011

Focus Group attendees

Opportunity to establish a working group to implement the Cultural Plan consisting of attendees at the Focus Group discussion session along with other parties such as key businesses.

Princeton Arts Council review

PAC are already looking into the possibility of a part-time staff person who would help with their increased activity, applying for grants and implementing relevant areas of the plan. There are examples of other towns doing this such as Hope and Golden although with the cutting in government funding for the arts some organizations have also had to go back to a volunteer run arts council such as Summerland.

Similkameen Valley Planning Society

The organization was established to capitalize on increased funding and visibility during the Olympics. The Society has someone from each regional district area - G, H, B: Cawston, Keremeos, (Keremeos opted out on Nov. 23) Princeton - in the Valley as well as the Upper and Lower Similkameen Indian Bands. They meet to discuss regional wide issues, but also some smaller ones and Brad Hope is the current chair.

Spirit Festival: Origins

February – Opportunity to build on relationships being developed between PAC and USIB and capitalize on the promotion of this event which will take place every February for the next 3 years.

Arts in the Parks Festival: Celebrating 100 years of BC Parks

August - If funding is approved the festival will include music from the area over the last 100 years, as well as an art exhibition, presentations by Kelley Cook on the historic trails and the opportunity for a USIB display all in Manning Park. Opportunity to develop a package or a tour where go from Manning Park to Princeton Traditional Music Festival to Snaza'ist Discovery Centre and Mascot Mine to wineries in Keremeos and Cawston.

Princeton Traditional Music Festival

August – working with other organizations to have other attractions and events that weekend including a wine tasting. Possible tie-in with Rotary's wine festival.

Appendix 5 - Current Cultural Activity

There are a number of events that take place throughout the year in Princeton particularly for a small community and as a small community, with limited resources and largely volunteer run organizations this means that people volunteer on more than one event which often results in burn out.

Cultural Organizations

Bunchgrass Quilters*

The Bunchgrass Quilters meet once a week to learn and share quilt making. In 2007 the quilters started a program to help kids in trouble feel loved and have donated over 200 quilts to children through the Victim Services Program and Safe Homes Program. Each year they hold an exhibition and auction off one of their quilts.

Princeton Community Arts Council

The Princeton Community Arts Council (PAC) was established in 1992 with a mandate to support and encourage artistic creation and production in the area of the performing arts, the visual arts, arts and crafts, literature, and recreational arts. It seeks to broaden its influence by providing inter-generational opportunities to all those seeking to explore and develop their artistic interests in Princeton BC and surrounding district. To that end PAC helps by providing a space for member groups to meet and exhibit, runs the Sunflower Gallery, supported local artists in the completion of the *Tree of Life* Community Mosaic Mural Project completed on September 5, 2010 and brings in performances by touring groups such as Ballet Kelowna and Men of the Deeps. This year they are also putting on the Upper Similkameen Spirit Festival with the Upper Similkameen Indian Band in February and Arts in the Park at Manning, a celebration of the BC Parks Centennial in August.

Princeton Community Band*

The Princeton Community Band is composed of both students and adults who play wind and percussion instruments from the beginner to advanced levels. The Band performs three concerts per year and also plays at various Princeton community events, including Remembrance Day and the Christmas parade.

Princeton Performing Arts Society (PPAS)*

The PPAS was formed after the 2005 Princeton Cultural Scan identified a theatre group as important for the community. Another need identified was a theatre space and the PPAS spearheaded the theatre's development and improvements such as changing rooms and stage curtains. In winter 2010 they also launched a youth theatre group which will perform a one act play this Spring.

Princeton Potter's Guild*

Princeton Potter's Guild consists of members from the community that are interested or active in the process of making objects from clay. The Guild rents a space at Riverside Centre where members have the opportunity to work in clay in the guild's pottery studio at Sunday afternoon work sessions, share ideas at monthly meetings and attend workshops given by people outside the community. The Potter's Guild also played a major part in the *Tree of Life* Mural.

Princeton Traditional Music Society*

The Society was set up in the fall of 2007 with the purposes of: encouraging the study, appreciation and enjoyment of all aspects of the traditional music of Canada and other countries; presenting a free annual festival of traditional music in Princeton; promoting the publication and performance of Canadian traditional music; and stimulating intercultural understanding through a common interest in traditional music. This year in August is the fourth annual Princeton Traditional Music Festival.

Okanagan Historical Society: Similkameen Branch*

Newly constituted on April 22nd 2009, the Similkameen Branch of the Okanagan Historical Society was formed to explore and promote the heritage of the Similkameen Valley including the historic trails, the legacy of the First Nations in the area and the oral and written history.

Similkameen Players*

A newly established organization established to develop relationships with performing arts enthusiasts throughout the Similkameen Valley from Princeton to Cawston. At present they are writing a play on the great depression to be staged in August.

Vermilion Artists*

The Vermilion Artists offer art classes in water colours and acrylics throughout the year, organize Art Shows for local artists including students and sponsor a drop in painting night.

Cultural Facilities

Princeton & District Museum & Archives (PDMA)*

First established in a small log cabin as the Princeton and District Pioneer Museum in 1958 the PDMA now has a part-time Operations Manager and houses a wide range of historic collections providing a rare accessible source for local families, historians, students and researchers. Of particular importance are: an extensive range of local pioneer items providing a visual record of life in Princeton; a complete Princeton newspaper collection from 1900 through to the present; roughly 10,000 photographs from 1880 to present chronicling area history; and the Pollard fossil and mineral collection of over 40,000 specimens. The Princeton & District Museum and Archives is currently undergoing renovations and expansion until summer 2011.

Princeton Branch of Okanagan Regional Library

The new library opened in Spring 2010 as part of the revived Veteran's Square area of town. The library space includes a separate conference room which can be used by community groups for free for meetings, as a day of event office and as an exhibition space.

Riverside Centre

Riverside Centre opened its doors to the Princeton & District Community in 2007 as a centre for arts, culture, wellness and recreation. This former school is leased by School District 58 to the Regional District of the Okanagan-Similkameen. It is home to a variety of groups who host arts, culture, wellness, and recreation programs to the community. In January 2009 the Riverside Theatre in the Centre opened to the community and has become an active space for movies, plays, dance classes, band concerts, weddings, workshops, meetings and seminars.

Sunflower Gallery

The gallery opened in July 2010 and is operated by the Princeton Community Arts Council (PAC). The space has a small office for PAC and sells works by local artists including painting, pottery, woodwork, metal work and glass mosaic pieces. The space was offered to PAC at a reduced rate as part of the new revived Veteran's Square.

* Members of Princeton Community Arts Council

In addition there are a number of organizations that are covered by the broader definition of culture which will also benefit from the plan. These groups include the Princeton Exhibition Society (PXA), Fall Fair Association, Princeton Rodeo Club, Princeton Racing Days Association, Vermilion Forks Field Naturalists* and the Vermilion Trails Society.

Appendix 6 – Existing Community Planning Documents

Close reference was also made to other community planning documents including:

- 2005 Cultural Scan for Princeton
- Town of Princeton Official Community Plan, September 15, 2008, Stepping Up...Taking Princeton to New Heights!
- Strategy for a Sustainable Similkameen Valley (2011-2020), Final Report 14 April 2010
- Developing Tourism in the Town of Princeton: A Plan of Action – May 14, 2010 – developed by Thompson Rivers University under the Red Tree (Rural Economic Development Tourism Research Education Enhancement) Project.

Appendix 7 – Proposed Longer Term Goals

Out of the community consultation process a couple of goals were identified that were seen as even longer term goals that may be considered in the next stage of planning for the following 10 years. A future goal was seen as **developing a Similkameen Valley Arts Council** where Princeton becomes an artistic cultural centre for the Similkameen Valley as seen in Arrow Lakes and the Cowichan Valley. This would require research into funding, partnerships with Valley-wide cultural organizations and may include events such as a Regional Annual Art Show and a Similkameen Arts Festival at Riverside. A paid coordinator was identified as a requirement to facilitate the successful implementation of this goal.

The second long term goal was the **establishment of Riverside Centre as an artistic centre**. This is a more complex goal because of the ownership and management of the facility. In order to move this forward agreements would need to be reached with the School District #58, the Regional District of the Okanagan-Similkameen and the Town of Princeton to officially make the facility a solely arts focused venue. At present the majority of the centre's activities are culturally based, but to make it an arts centre new funding, management and staffing roles would need to be established with the aforementioned parties. Therefore, this is something that should be looked into towards the end of this plan if the future needs of the community have developed to this stage.