

YOU ARE HERE

KAMLOOPS CULTURAL STRATEGIC PLAN

2024-2034

Summary



DRAFT

INDIGENOUS LAND ACKNOWLEDGEMENT

TK'EMLÚPS TE SECWÉPEMC RELATIONSHIP

The City of Kamloops occupies land that, since time immemorial, has been a place of great cultural and economic importance in our region. The City acknowledges that we are located on Tk'emlúps te Secwépemc (TteS) territory, situated within the unceded ancestral lands of the Secwépemc Nation. We honour and respect the people, the territory, and the land that houses our community and the urban Indigenous peoples residing here.

To learn more, visit: [Kamloops.ca/TteS](https://kamloops.ca/TteS)

Cultural planning, as a field of study and practice, is guided by the United Nations Declaration of the Rights of Indigenous Peoples, in keeping with United Nations Educational, Scientific and Cultural Organization.

FRONT COVER: You Are Here, Pop Up Exhibition, Kamloops Museum and Archives PHOTO CREDIT: Kate Fagervik
RIGHT: Rainbow over Tk'emlúps te Secwépemc and the City of Kamloops PHOTO CREDIT: Leah Ouellette



VISION AND VALUES

Culture connects HERE.

Our vision is to build and celebrate Kamloops' *cultural capital*, which is rooted in our shared sense of place, invested in through cultural leadership, and enriched by our natural environment.

We are committed to making spaces for arts and culture that:

- Honour the Tk'emlúps te Secwépemc Peoples' cultural heritage
- Feel safe and accessible
- Provide everyday encounters with arts and culture for all
- Empower creativity and link us with nature
- Offer connection with people and places that gather us together
- Celebrate diversity as key to cultural vibrancy
- Support the development of artists and creative entrepreneurs



Two people shaking hands at the Kamloops Powwow PHOTO CREDIT: Mary Putnam / Boom Business Solutions

STRATEGIC DIRECTIONS

1

Strengthen tourism, social and economic impacts through cultural development

OBJECTIVE 1.1: Convene and encourage further partnerships, connections, and collaboration among diverse organizations, venues, and creative partners.

OBJECTIVE 1.2: Broaden the economic potential and contribution of the arts and creative entrepreneurs.

OBJECTIVE 1.3: Integrate arts and culture and creative economy initiatives at a strategic level in community, economic, tourism, environmental, and wellness planning.

OBJECTIVE 1.4: Leverage local cultural resources and assets to distinguish Kamloops as a cultural destination, and support sport tourism and marketing.

2

Improve arts infrastructure and invest in cultural capital

OBJECTIVE 2.1: Identify, meet, and maintain the demand for creative spaces and cultural facilities.

OBJECTIVE 2.2: Integrate creative spaces and cultural amenities into new developments.

OBJECTIVE 2.3: Enhanced capacity building is fostered in the community through the City's role—its strategic initiatives, departments, bylaws, policies, and programs.

3

Attract and support cultural workers and creative entrepreneurs

OBJECTIVE 3.1: Connect creative producers and arts administrators to the tools, training and supports that are vital to their work.

STRATEGIC DIRECTIONS

4

Reduce barriers to arts access and cultural participation

OBJECTIVE 4.1: Ensure affordable and accessible arts for all.

OBJECTIVE 4.2: Promote inclusivity and diversity in arts and cultural participation and presentation, and cultivate a sense of belonging through arts-based engagement.

OBJECTIVE 4.3: Work with neighbourhoods to encourage a distributed model of arts, culture, and heritage activity and connection points.

5

Celebrate and share stories of this place

OBJECTIVE 5.1: Continue to support the sharing of Secwépemc culture.

OBJECTIVE 5.2: Celebrate Kamloops' diversity, heritage, growth, and change as a community.

6

Animate spaces through creative placemaking

OBJECTIVE 6.1: Identify opportunities for artistic animation and creative placemaking through policy, programming, and processes.

OBJECTIVE 6.2: Activate under-used and under-served areas around Kamloops through artistic activity.

To view the full plan, please visit
letstalk.kamloops.ca/culturalplan