

## ***Whistler's Cultural Plan (WCP)***

### **Merger of:**

Cultural Tourism Development Strategy (**CTDS**)

&

Whistler's Community Cultural Plan (**WCCP**)

June 5, 2018

**This is a forward-looking document.**

### Timeline:

- **2011 March:** CTDS presented to/received by Council on behalf of the community
- **2013 Sept:** WCCP presented to/received by Council on behalf of the community
- **2017 Sept-Nov:** WCCP Exec Summary updated & merged with CTDS Recommendations; Prepared by Alliance for Cultural Tourism (ACT) sub-committee: (S. Adams, M. Douglas, J. Rae)
- **2017 Nov/Dec.** Input from all ACT participants.
- **2018 Q1/Q2** Updated & merged WCCP/CTDS finalized by ACT sub-committee.
- **Annually:** WCP will be reviewed and updated as may be required

The focus of this document is the development of Whistler's arts, culture and heritage (ACH) sector, and to build ACH capacity within the resort community thereby creating experiences that are unique to Whistler to the benefit of residents and visitors.

This document is a framework for discussion, decision making, and priority setting; it consists of a **Vision** for Whistler's ACH sector for which 4 **Goals** are the foundation.

- To achieve those Goals, 3 **Strategic Priorities** and 12 **Strategies** are identified.
- All were conceived by Whistler's ACH sector and are summarized below.

### **Roles**

The merged CTDS & WCCP is intended to inspire action and leadership.

The Vision and Goals identified in this document will be achieved only through a vigorous, collaborative and highly-coordinated effort by the entire resort community.

However, it is the responsibility of ACH stakeholders to lead, inform, educate and inspire the community to embrace and contribute to the ACH sector as an integral component of a healthy community and a healthy economy.

To paraphrase a key recommendation in the CTDS: *ultimately, it will be Whistler's artists, artisans, curators, musicians, writers, actors, directors, filmmakers, and other cultural producers – working closely with the major organizations and other stakeholders – who will create Whistler's cultural landscape, products, and programs that will play a vital role in creating a healthy community and a healthy economy for Whistler.*

Vision			
In 2023, Whistler is renowned for its healthy and creative community, and its significant arts, cultural and heritage (ACH) opportunities that have become a part of Whistler's spirit and community life. Whistler is creative, authentic, diverse, sustainable, accessible and affordable to both residents and visitors.			
Goals			
#1	#2	#3	#4
Whistler residents understand the ACH sector and have a deep appreciation for the value of ACH to community health and individual well-being.	Whistler residents have a strong sense of identity, pride and belonging through participation in a wide range of ACH programs & activities that reflect Whistler's culture and heritage.	Whistler is widely recognized for its integrated policies and programs that encourage economic prosperity through cultural initiatives and creative industries.	Whistler is a vital and vibrant cultural destination, attracting visitors from around the world.
Strategic Priorities			
<b>Enhance Cultural Vitality</b>  <i>Capitalize on what we already have</i>	<b>Expand Cultural Capacity</b>  <i>Cultivate growth of creative activity</i>	<b>Elevate Awareness of and Participation in Cultural Activities</b>  <i>Connect people to their community</i>	
Strategies			
1.Encourage the revitalization and renewal of local First Nations cultural practices and traditions.	5. Develop a long-term plan for investment in cultural initiatives and creative industries.	9. Showcase Whistler's local artists (of all disciplines), natural history, and heritage.	
2.Integrate Whistler's unique character into ACH programs, offerings, events, facilities and spaces.	6. Develop policies and practices to encourage creative industries.	10. Coordinate and cross-promote ACH programs, offerings, events, facilities, and spaces.	
3.Maximize cultural functionality, accessibility and potential of all existing facilities and spaces.	7. Attract, support, and leverage new cultural facilities and programs.	11. Broaden local opportunities for individual citizens and families through ACH.	
4.Invest in local groups and artists for the development and delivery of expanded ACH services & events.	8. Facilitate the development and delivery of arts education for all ages and levels of artistry.	12. Communicate the benefits of ACH throughout the community.	

## Recommendations & Status

1. The recommendations will move Whistler towards the Vision over the next decade.
2. Premise: long-term facility plans are the result of, not a precondition for, building ACH capacity.
3. Therefore, the focus of these recommendations is on strengthening existing services, programs and facilities. While several recommendations require reassignment of effort and a modest increase in resources, they should not require significant financial investment.
4. The implementation of recommendations is ongoing.

## Summary of the WCP Recommendations

Applies primarily to the Arts

Applies primarily to Heritage & Natural History

No Colour: Applies to all of the Arts, Heritage, Natural History

Status

No.	Recommendation	Lead(s); Page in 2013 WCCP	Status February 2018
<b>Guiding Principles</b>			
1	Engage the community in planning, decision-making, and execution of major ACH initiatives with regulatory and/or policy implications.	ACH; RMOW p. 60	ONGOING: e.g. sales from home-based studios TUP process; FE&A planning
2	Create collaborations in arts & heritage which are inclusive of the entire community, including First Nations, multi-cultural residents, and visitors.	ACH; Multi-cultural Network p. 102	ONGOING: e.g. Cultural Connector; WPL programs; Multi-cultural Network programs; Canada Day Parade
<b>Capacity-building, Education, Interpretation</b>			
3	Provide nature, heritage, and arts education, skills training and professional development for emerging and established artists, students, and community members.	ACH; RMOW p. 62	ONGOING: E.g. The Point Artist-run Centre; Whistler Public Library; Whistler Writers Society; Audain workshops; Arts Whistler Art labs; Arts Whistler Pro-D sessions; <i>Whistler Nature 101</i> .
4	Create a framework to develop the capacity of cultural organizations and artists through collaboration and mentorships.	Cultural Connector Partners (CC); RMOW p. 64	IN DEVELOPMENT: E.g. exploring residencies, live/work and work-only studios whereby artists or others receive discounted work-space in return for providing instruction and mentorship to the community.
5	Provide opportunities to local artists of all disciplines to develop and showcase their craft; and generate income from their work	AW; ACH; PARC; RMOW p. 65	ONGOING: E.g. <i>Hear &amp; Now</i> ; MYAC Gallery Gift Shop; Point Artist-run Centre programs; FE&A Animation; Whistler Farmers Market.

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6	Develop collaborative strategies to increase visits and sales at commercial and not-for-profit ACH venues.	CC; Commercial Galleries p. 68	UNDERWAY: <i>Find Your Path</i> brochures; Culture Maps; Public Art; Cultural Connector; Audain Lectures; <i>Arts Scene/Fall for Arts</i>
7	Create self-guided tours of: a) Artists' home-based studios b) Cultural Connector & Public Art c) Heritage & Natural history walks d) Outside Village; e.g. West Side	AW; TW; WMAS; RMOW p. 69	ONGOING: on-line and hard copy collateral available and revised on a regular basis
8	Develop a process to efficiently deploy financial support to ACH not-for-profit organizations that is commensurate with their level of service and benefit to the community.	RMOW p. 73 & 75	ONGOING: RMOW: Fee-for-Service, FE&A <sup>1</sup> , CEP CFOW, WB Foundation <sup>1</sup> Will review mandate & goals to determine if FE&A may invest in small events currently targeted at residents that have potential to attract visitors.
<b>Facilities &amp; Spaces</b>			
9	Create archival storage that ensures the safe storage, preservation and community use of historical artifacts. <i>(See also #12)</i>	RMOW; WMAS p. 77	Urgent need.
10	Highlight stories of Whistler's heritage throughout the Village via decentralized heritage displays	RMOW; WMAS; SLCC p. 79	IN DEVELOPMENT: E.g. Interpretive Panels rejuvenation initiative.
11	Develop a new interactive Whistler Museum as part of a larger project that includes archival storage and other synergistic services	RMOW; WMAS p. 81	Long Term Major Capital Required
12	Work collaboratively with the Audain Art Museum (AAM) to develop a mutually beneficial strategy & plan to integrate AAM into the fabric of the community.	CC; RMOW	UNDERWAY Programming: Chili Thom Masterworks Operations: AAM Wayfinding presence
13	Create a more visible community art gallery featuring Sea to Sky artists	AW; RMOW p. 83	UNDERWAY Arts Whistler is exploring new, more effective signage for MYAC
14	Provide capital funding to upgrade the Rainbow Theatre to a standard comparable with the rest of the Conference Centre	RMOW; TW p. 88	COMPLETED
15	Establish an arts incubator focusing on interdisciplinary, innovative projects developed and presented in Whistler	AW; CC; PARC p. 90	ONGOING Collaborative projects; e.g. PARC Flag Stop Theatre Mentorship program; Arts Whistler Test Kitchen.
16	Create an inventory and identify capacity of public facilities used for cultural purposes, accompanied by a program for lifecycle maintenance; i.e. a capital improvement list	RMOW p. 93	ONGOING: MYAC improvements; Alta Lake Station House; Cypress Point Cabin & Lodge; Passiv Haus
17	Develop a program of short-term live/work residencies for artists and earth scientists, and access to work-only creative space facilities; e.g. potters, quilters.	RMOW; AW; PARC p. 95	IN DEVELOPMENT: Cypress Cabin test & Passiv Haus test; draft policy including business model, candidate disciplines, rate card, venues

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<b>Coordination, Communication, Promotion</b>			
18	Create regular communication both within the ACH sector and with the broader community to heighten collaboration and increase participation	AW p. 97	ONGOING: Recently established a <i>Cultural Connector Working Group</i> .
19	Ensure that arts and heritage are incorporated into ongoing marketing of the resort	TW; RMOW; AW p. 99	ONGOING: Primarily via TW, WB, and ACH facilities (AAM; SLCC); secondarily via accommodation sector.
20	<b>From CTDS:</b> Design and deliver training seminars in heritage, natural history and the arts targeted at Whistler residents and front-line tourism workers	WMAS, AW, RMOW, Chamber, HAW, RAW	UNDERWAY WMAS currently offers <i>Whistler Nature 101</i> ; Chamber includes AW video in Spirit/Excellence training.
<b>Heritage &amp; Diversity</b>			
21	Develop a heritage plan that includes a heritage inventory, priorities for preservation, and heritage interpretation including First Nations culture both traditional and contemporary.	RMOW; CC p. 101	IN DEVELOPMENT: RMOW leading development of a Heritage strategy & plan while exploring opportunities; e.g. Heritage Register, UNESCO Geopark, West Side Heritage Connector.
<b>Cultural Precincts</b>			
22	Encourage unique cultural precincts with vehicle and pedestrian connections. <b>From CTDS:</b> Develop a strategy to nurture Function Junction as a creative cultural precinct.	RMOW; ACH p. 104	ONGOING: e.g. Cultural Connector; Currently exploring potential precincts for West Side, Creekside, Function Junction.
<b>Festivals, Events, Programs</b>			
23	Whenever consistent with programming goals & objectives, employ local (Sea-to-Sky) artists and performers.	RMOW; AW; PARC p. 106	ONGOING: e.g. local artists are hired to perform in FE&A programs including WSE, Après, busking.
24	Enhance the application of the public art program to improve way-finding and to highlight cultural facilities and precincts	RMOW; AW p. 108	ONGOING: <i>Find Your Path</i> ; plus incorporated strategically and operationally (to a degree) in Wayfinding.
<b>Implementation, Policies, Administration</b>			
25	Revise existing Whistler by-laws that prohibit sales from home-based business and signs in residential areas to support the sale of art through artists' home-based studios.	RMOW; AW p. 110	ONGOING: 2-year test of TUP process underway; results will be reviewed in 2018
26	Create a position to work with the ACH sector to help advance the recommendations in the CTDS & WCP to create a vibrant, creative community that contributes to the resort economy.	RMOW p. 116	COMPLETED RMOW Manager, Cultural Planning & Development.

End of document.