



 ROTARY
centre
for the arts

2024-2027

STRATEGIC

PLAN >>>>>>>>>>

LEARN. CONNECT. EXPERIENCE.

WELCOME TO THE ROTARY CENTRE FOR THE ARTS

We acknowledge with gratitude that the RCA resides on the unceded, traditional territory of the Syilx/Okanagan People. In honoring this heritage, we strive to create an inclusive and welcoming environment that respects and celebrates the rich cultural legacy of this land.

Nestled in the vibrant Cultural District of Kelowna, the Rotary Centre for the Arts (RCA) stands as a beacon of multidisciplinary creativity since 2002. More than just a venue, the RCA serves as a hub for visual and performing arts, enriching the economic, cultural, and social fabric of our community.

At the heart of our mission is a commitment to fostering widespread engagement with and appreciation for the arts. Through our diverse range of programming, we invite individuals of all ages and backgrounds to join us in celebrating the transformative power of creative expression. Whether it's through visual arts, music, theater, dance, or beyond, the RCA strives to cultivate a dynamic space where the spirit of artistry thrives.

Join us as we embark on a journey of discovery, inspiration, and cultural celebration at the Rotary Centre for the Arts. Together, let's explore the boundless possibilities of artistic expression and creativity.



Jonathan Arkle
President KVPACS
Kelowna Visual Performing Arts Centre Society



Colleen Fitzpatrick
Executive Director
Rotary Centre for the Arts

WHAT MAKES US UNIQUE



Since its establishment in 2002, the Rotary Centre for the Arts has been a shining example of cultural enrichment and active community involvement. Rooted in the picturesque Okanagan region, our centre has evolved into a vibrant hub where creativity flourishes and inclusivity thrives. Our commitment to collaboration, creation, and inclusion serves as the cornerstone of our identity, shaping every facet of our operations and programming.

As we chart our course for the 2024-2027 Strategic Plan, we remain unwavering in our dedication to fostering a dynamic space for artistic exploration and innovation within our community. Our vision extends beyond mere preservation; we aspire to elevate the arts as a catalyst for societal healing, unity, and progress.

In the wake of a global pandemic that has profoundly impacted the arts landscape, our strategic planning takes on renewed significance. We recognize the challenges faced by artists, performers, and cultural institutions, and we stand poised to navigate this period of recovery with resilience and determination.

Central to our strategic objectives is the amplification of diverse voices and perspectives within our programming. We are committed to championing underrepresented artists and cultivating an environment where all individuals feel seen, heard, and valued. Through strategic partnerships, outreach initiatives, and innovative programming, we aim to dismantle barriers to access and foster a more inclusive arts ecosystem.

We reaffirm our belief in the transformative power of creative expression to illuminate the human experience and spark meaningful dialogue. As we embark on this journey, we invite our communities to join us in shaping a future where the arts serve as a catalyst for positive change and collective growth. Together, we will forge ahead, celebrating the enduring relevance of the arts in enriching our lives and strengthening the fabric of our communities.

VISION

Enrich our communities as a space dedicated to nurturing, promoting and presenting the creative arts.



The Rotary Centre for the Arts aspires to be the heartbeat of our communities, dedicated to nurturing, promoting, and presenting the creative arts. Our vision is to cultivate a dynamic and inclusive environment where individuals from all walks of life can immerse themselves in the transformative power of artistic expression. Through engaging exhibitions, performances, workshops, and educational initiatives, we seek to enrich the lives of our community members, fostering a deeper sense of connection, understanding, and appreciation for the arts. By championing creativity, innovation, and cultural exchange, we aim to inspire individuals to explore their own creativity while fostering a vibrant and thriving arts ecosystem that uplifts and unites us all.

MISSION

RCA empowers artists and communities through inclusive and transformative force of creative expression.



The mission of the Rotary Centre for the Arts (RCA) is to serve as a dynamic hub where artists and communities converge, finding empowerment and inspiration through the inclusive and transformative force of creative expression.

By providing a welcoming and supportive environment, RCA facilitates the exploration of diverse artistic endeavors, fostering collaboration, dialogue, and understanding among individuals from all walks of life. Through our programming and outreach efforts, we aim to not only nurture the talents of artists but also strengthen the bonds within our communities, catalyzing positive change and enriching lives through the power of art.

VALUES





CREATE

We create and sustain opportunities for creative expression for all sectors of our community.



CONNECT

We connect innovative learning opportunities and facilitate the exchange of knowledge and experiences. We embrace accessibility, openness, respect, and inclusivity, fostering interdisciplinary and intercultural connections.



ENGAGE

We engage artists, community members and patrons of the arts to create, collaborate, share, envision, learn, and be inspired.



NURTURE

We nurture diverse artistic disciplines to empower the community in their creative and artistic endeavors.

FIVE CORNERSTONES

There are 5 cornerstones that our strategic vision uses as a foundation for our work:

01 Spaces

Are about atmosphere – about driving out the vacuum. Are a realm of whimsy, and wonder, or grit, and reality. Are the arena of great joy and comfort – but also sorrow and disquiet. Invite us either through recognition, surprise, awe, comfort, or security to enter and engage with the meaningful and important – or experience the meaningless, and the trivial.

In practice, it is:

- Optimizing existing spaces, and developing new spaces
- Using our existing physical space in meaningful, thoughtful, and challenging ways
- Animating our spaces with quality, accessible arts experiences
- Continuing to update our technology to sustain a high standard of audience experience
- Removing barriers and simplifying access to spaces and performances
- Flexing to meet the needs of current and future needs of our community

02 Vitality

It is the feeling of aliveness – to live, and develop, and thrive. It is the font of mental, emotional, and physical invigoration – the very force of life. It is Vigor. It is Energy.

In practice, it is:

- Honouring the rich history and culture of indigenous peoples who share their lands with us
- Sharing and preserving heritage and history while acknowledging and addressing our colonial relationship to the land
- Establishing inclusive frameworks to include all members of our community
- Telling the stories and strengthening the linkages between heritages, cultures, and all art forms
- Showcasing the growing diversity in our community
- Fostering experimentation – actively seeking out and promoting new and innovative artistic and cultural experiences

03 Capacity

Is about growing – both in size and in capability. It is about embracing and celebrating the natural rhythm of sowing a few seeds, tending the needs of their growth, and reaping the abundance of prudent nurturing.

In practice, it is:

- Pursuing diversified funding
 - Creating strong governance, management, and administrative systems
 - Taking intentional actions on truth & reconciliation
 - Embedding equality, diversity, and inclusion in all aspects of our organization
 - Developing frameworks to mentor, educate, and develop individuals and collectives in our community
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04 Connections

Are about people. Relationships. Are recognition, respect, belonging. Are about communication, collaboration, and celebration. Are about the breadth of our reach – and the depth of our caring.

In practice, it is:

- Sharing our story
 - Broadening our reach
 - Convening and connecting our community
 - Providing events, programs, performances, and events
 - Expanding the role of youth in our community
 - Supporting inclusion
 - Pro-actively addressing important social issues, provoking thoughtful conversation about both the world and our community
 - Seeking to facilitate dialogue, and networking between all members of our community
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05 Sustainability

Is ensuring that we are mindful of increasing our contribution in relation to the resources we are gifted. It is understanding our impact to our communities. It is the practices and policies that support people, so that this organization, and the public investment it represents, can continue to be a force of good in the world. It is thinking long-term. It is mentorship, professional development, growth, and the continual nurturing of talent and ability.

In practice, it is:

- Allocating sufficient long-term funding to improve and maintain the fabric our spaces, the execution of our work, and the edification and development of our community
- Providing the tools and knowledge necessary to measure, track, and modify programs, events, and offerings to improve community impact and outcomes
- Recognizing our impact on the cultural and financial well-being of the community
- Communicating with community members to energize and enhance their commitment and involvement
- Effectively stewarding our space, resources, and funding

UPON OUR 5 CORNERSTONES, WE HAVE BUILT TWO PILLARS OF WORK.

PILLAR 1

Quality of Services and Programs

Collaborative Partnerships

Forge partnerships with local artists, cultural organizations, schools, and community centers to co-create and co-deliver arts programming. Collaborative efforts leverage resources, expertise, and networks to expand the reach and impact of arts programs and services.

Diverse Programming

Offer a diverse range of arts programming that reflects the cultural diversity and interests of our community. This can include performing arts, literary events, workshops, and visual art exhibitions.

Accessible and Inclusive Approach

Ensure that arts programming and services are accessible to all members of the community by offering inclusive spaces, adaptive technologies, and programming accommodations.

Compelling Programming and Curation

Ensure quality programming and curation across diverse art forms.

Community Engagement

Establish ongoing channels of communication and feedback mechanisms to engage community members in the services and programming we offer. Engage with strategic partners to maintain community support for arts initiatives.

Community Responsiveness

Understand the interests and needs of the community members to provide appropriate programming and services.

PILLAR 2

Excellence in Internal Processes

Community Engagement Spaces

Create welcoming and flexible community engagement spaces where people can gather, connect, and participate in creative activities.

Affordable Programs

Offer affordable programs to reduce cost as a barrier to participation for individuals and families with limited financial resources. Collaborate with local service agencies and schools to identify and reach out to individuals who may benefit from affordable programming.

Support for Increased Funding to the RCA

Support and further philanthropic support that prioritize arts education, cultural diversity, and creative innovation as essential components of community development and well-being.

RCA Partnerships and Collaborations

Enhance relationships to leverage resources, expertise, and networks in support of RCA programming and arts initiatives.

Financial Sustainability and Accountability

Continue sound financial management practices to ensure the efficient use of resources and long-term sustainability. Establish clear financial policies, accountability mechanisms, and performance metrics to track outcomes, demonstrate impact, and maintain trust and confidence among community donors and supporters.





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RCA Executive Director:

Colleen Fitzpatrick

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