

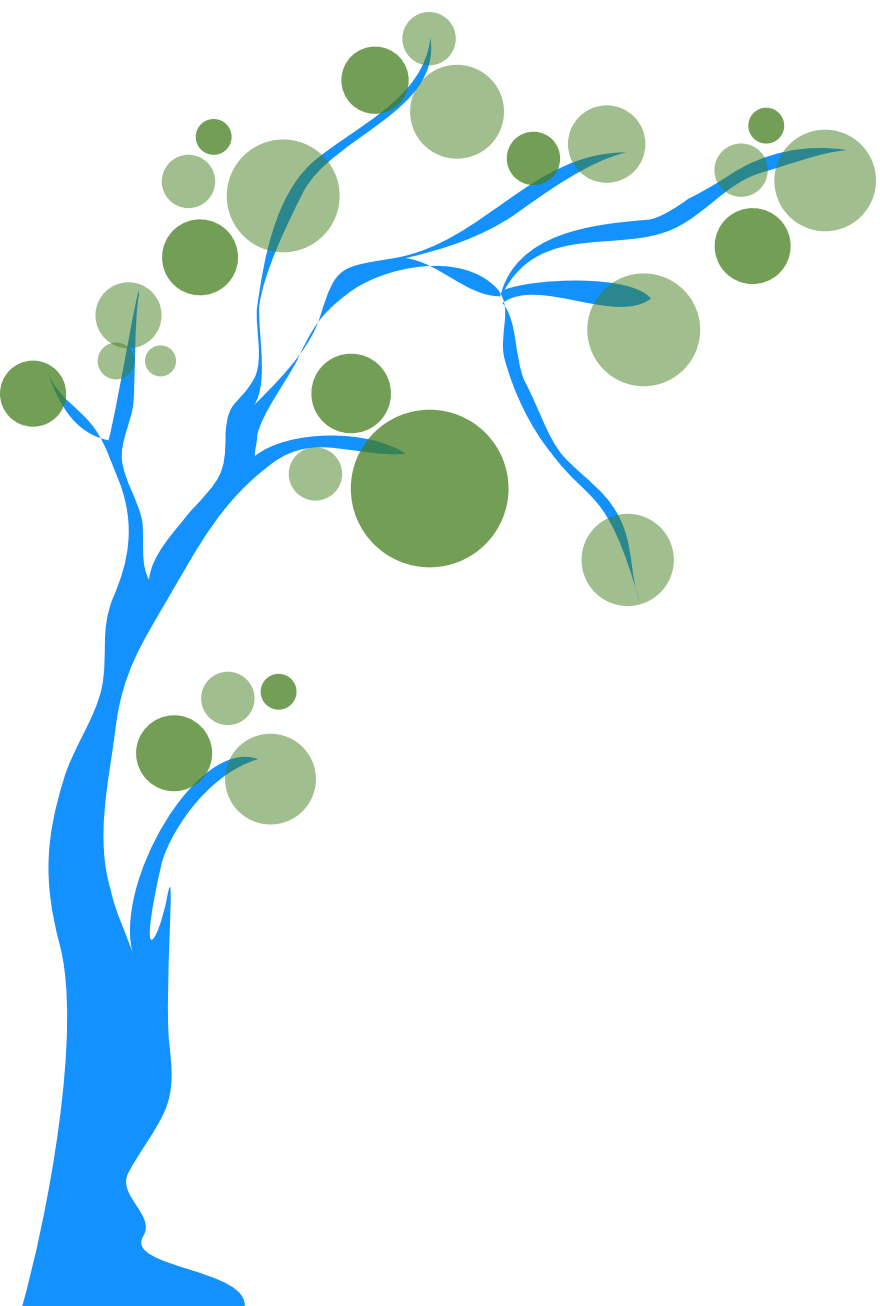


Growing Together

**A CULTURE, HERITAGE & ARTS
MASTER PLAN FOR OKOTOKS**

2018 -- 2033

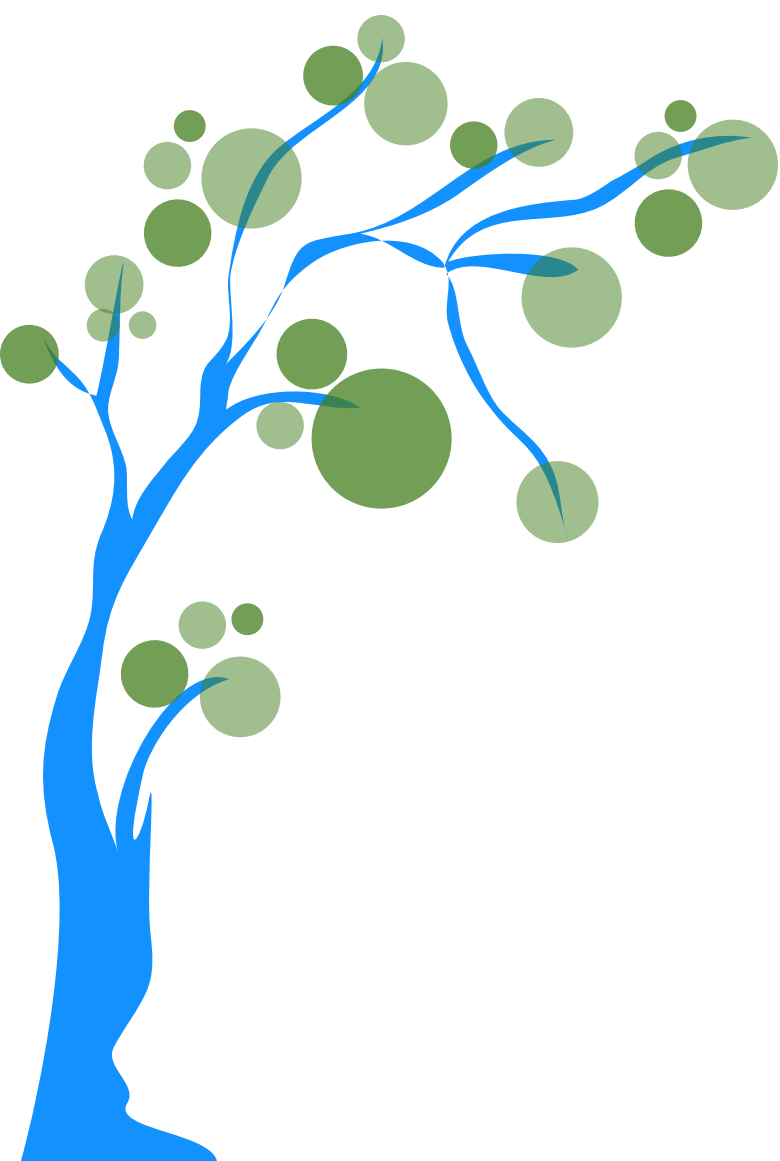
*A Summary of Language, Roles,
Goals, Measures, Actions*





Growing Together: A Culture, Heritage and Arts Master Plan (CHAMP II) for Okotoks focuses on connecting and engaging citizens of all ages and backgrounds to nurture grassroots cultural development. Culture, arts and heritage vibrancy connects people and enriches social tapestries. Just as the three sisters - squash, corn, and beans - support each other and optimize conditions for growth, so too do painters, historians, musicians, chefs, performers and all creators. Collective creativity makes communities grow. CHAMP II helps connect and empower the shared potential of all innovators with the goal of developing an accountable and authentic cultural identity.

This summary considers roles, goals, measures, and actions in a short form. For for greater detail, interested parties are invited to download the full plan which contains a framework for action that bridges short-term results with long-term change. The full document also includes process, costing, engagement, feedback, cultural asset identification, and infrastructure possibilities.



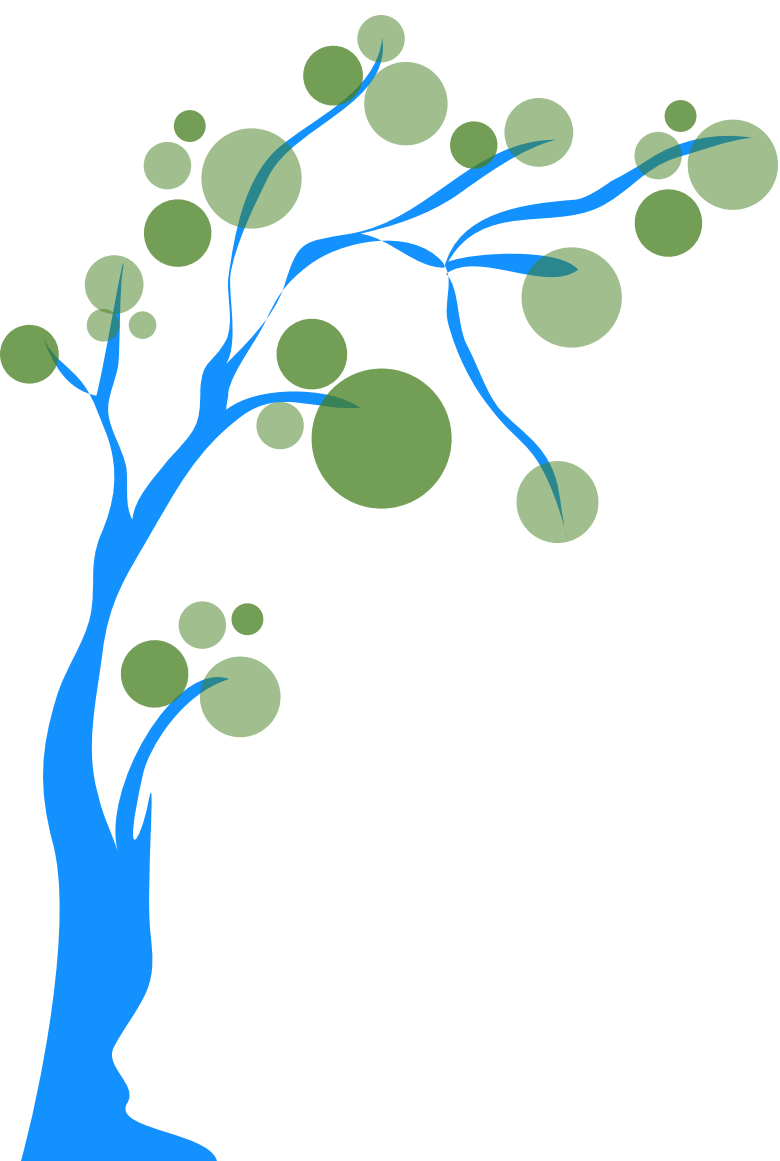
Executive Summary

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CHAMP II provides a shared language for clarifying roles during collaborations. Questions about who does what, when, and how can sprout when multiple groups work together over a period of time towards an end goal. Roles may overlap, tangle, adapt, intertwine and relationships can and do change. While this language is initially for use by the Town, it can also be adopted broadly by the community for role clarity.

Culture, heritage and art projects are fertile grounds for adaptive alliances. Individual groups can help each other grow by focusing on the end result, which is a community enriched by vibrant culture, heritage, and arts.



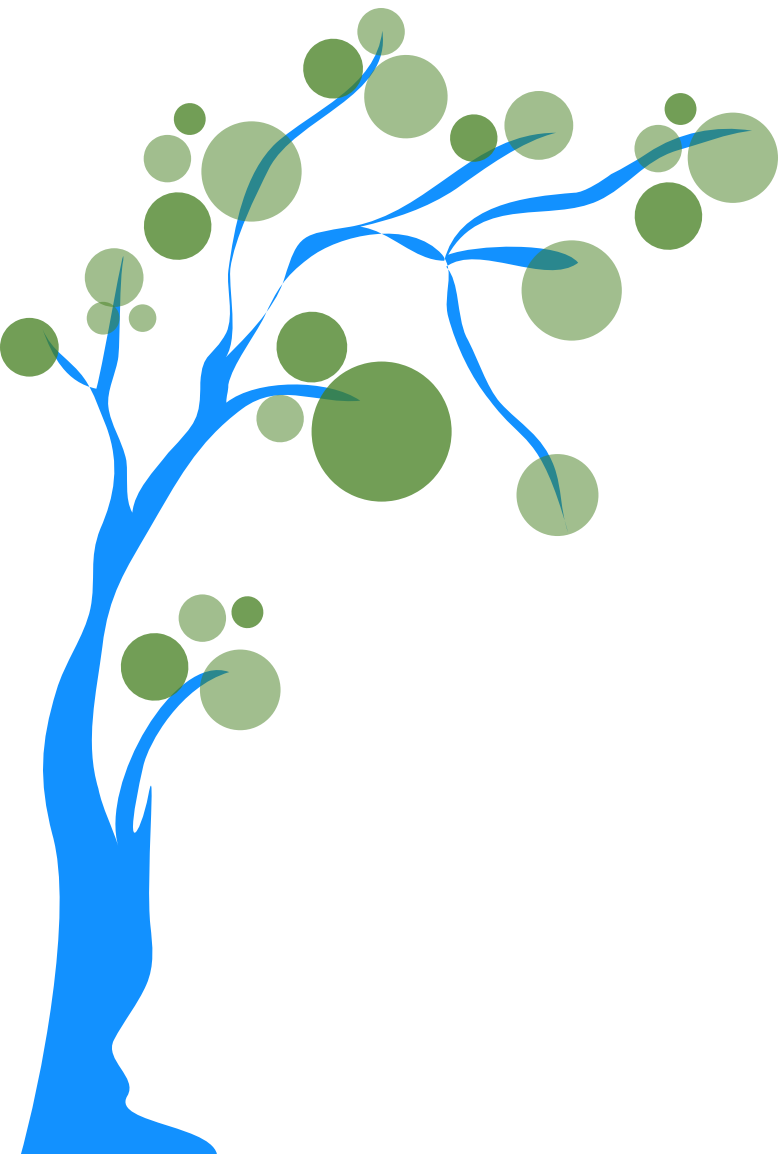
Shared Language

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What project are you collaborating on and what role do you play?



Town Roles	Description	Type	
Primary 	<p>The Town of Okotoks has a primary responsibility and, as a stakeholder, has a central role.</p> <p>This role is marked by high accountability, strong capacity, and significant role required to achieve community goal(s).</p>	Broker	
		Navigator	
		Provider	•
		Supporter	
		Storyteller	
Shared 	<p>The Town of Okotoks is one of many responsible stakeholders.</p> <p>This role is marked by accountability for some aspects and/or capacity; collaborative role required to achieve community goal(s).</p>	Broker	•
		Navigator	•
		Provider	
		Supporter	
		Storyteller	•
Complementary 	<p>Other stakeholders share most responsibility. The Town plays a supporting role.</p> <p>The role is marked by no formal mandate; limited municipal capacity; small role required to achieve community goal(s).</p>	Broker	
		Navigator	
		Provider	
		Supporter	•
		Storyteller	

Legend Goal Town of Okotoks Community Stakeholders

Are you the Primary provider?

Are you a Shared provider?

Do you play a Complimentary role?

Roles

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Are you a Broker?

Broker: The Town acts as a facilitator and connector to bring together organizations and individuals that are supporting arts and heritage activity.

Are you a Navigator?

Navigator: The Town provides strategic direction and information to ensure that cultural priorities align with the strategic priorities of the Town.

Provider: The Town directly delivers arts and heritage resources, such as events, programs and facilities.

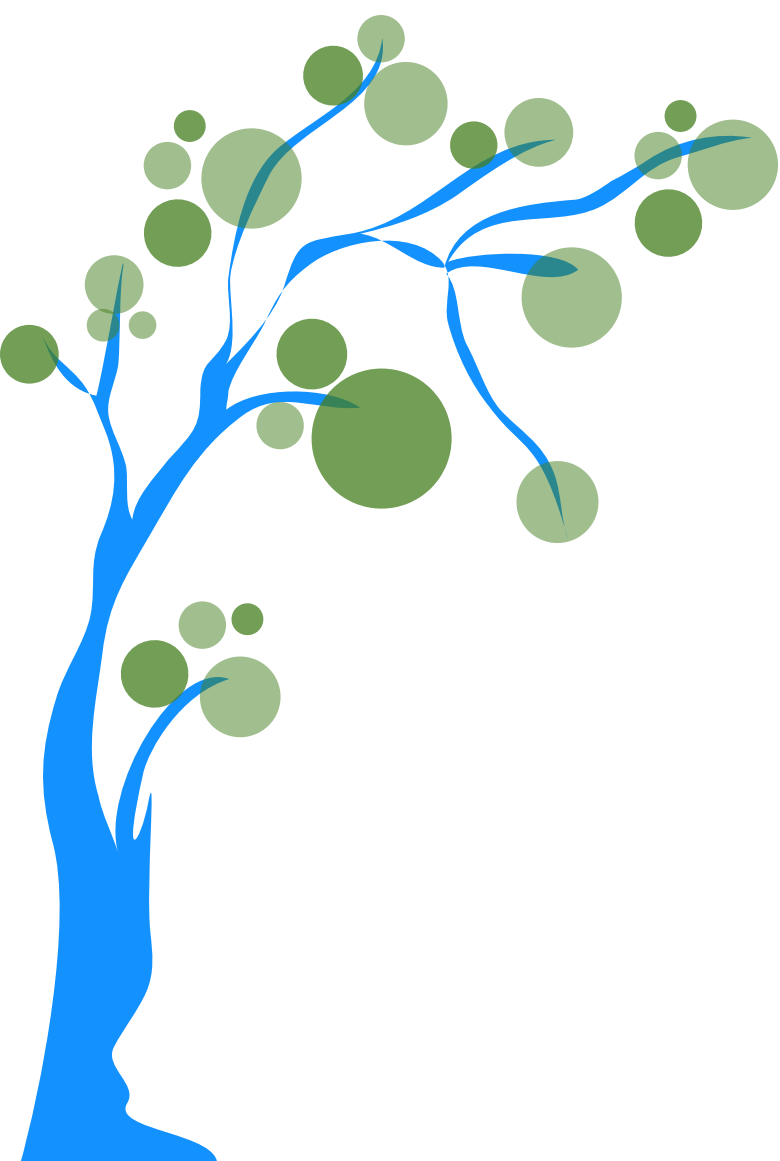
Supporter: The Town assists and builds capacity for other organizations that deliver cultural activities.

Storyteller: The Town shares stories that build the culture of the community.

Are you a Provider?

Are you a Supporter?

Are you a Storyteller?



Roles

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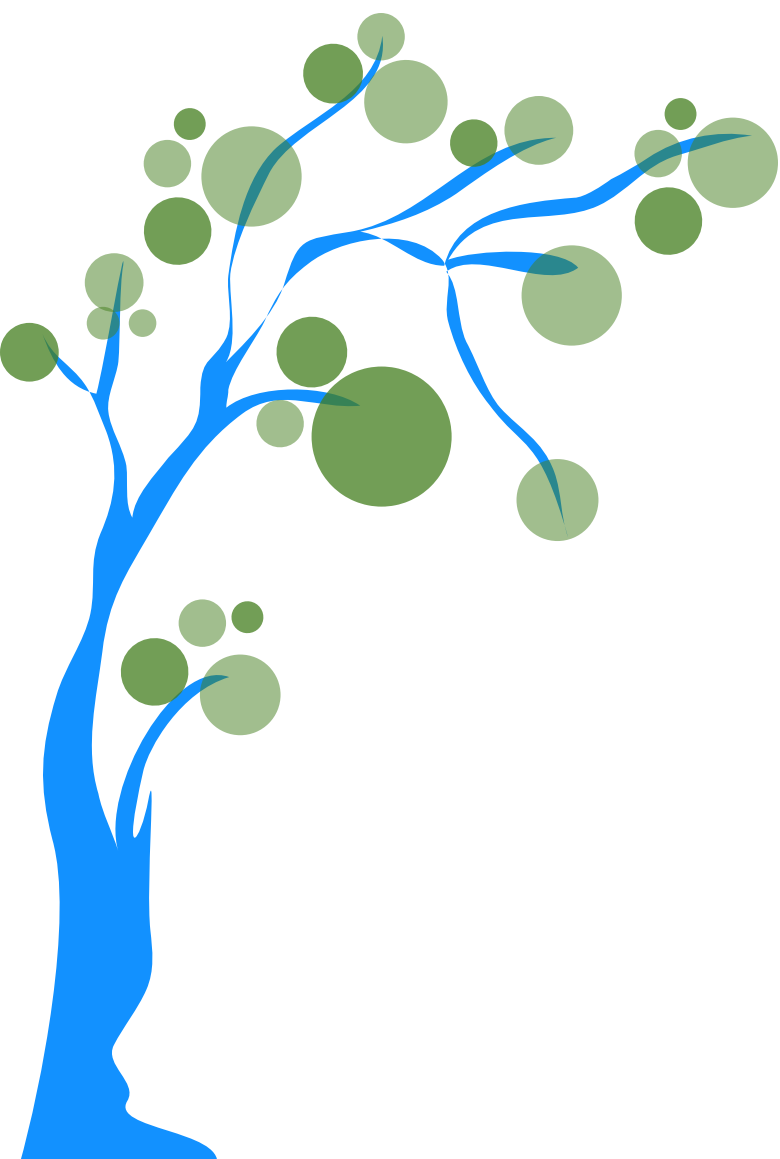
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- **Goal A: To grow the capacity and leadership of the Okotoks community, shown by:**
 - *Growth in number of individuals who participate in capacity-building activities.*
- **Goal B: To Broker opportunities for all Okotokians to come together through culture, shown by:**
 - *Growth in number of community events*
 - *Growth in number of participants at community events*
 - *Growth in number of visitors to cultural venues: The Rotary Performing Arts Centre The Okotoks Art Gallery*
- **Goal C: To connect people with the history of Okotoks , shown by:**
 - *Growth in number of designated heritage resources*
 - *Growth in number of visitors to the Okotoks Museum & Archives*
 - *Growth in number of participants in heritage programs/events*

Goals & Measures

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Goal D: To ensure culture is a contributing force in the Okotoks economy, shown by:

- *Growth in total number of "Arts, entertainment, and recreation" jobs as defined by the North American Industry Classification System (NAICS)*
- *Growth in percentage of all jobs in Okotoks in this category*

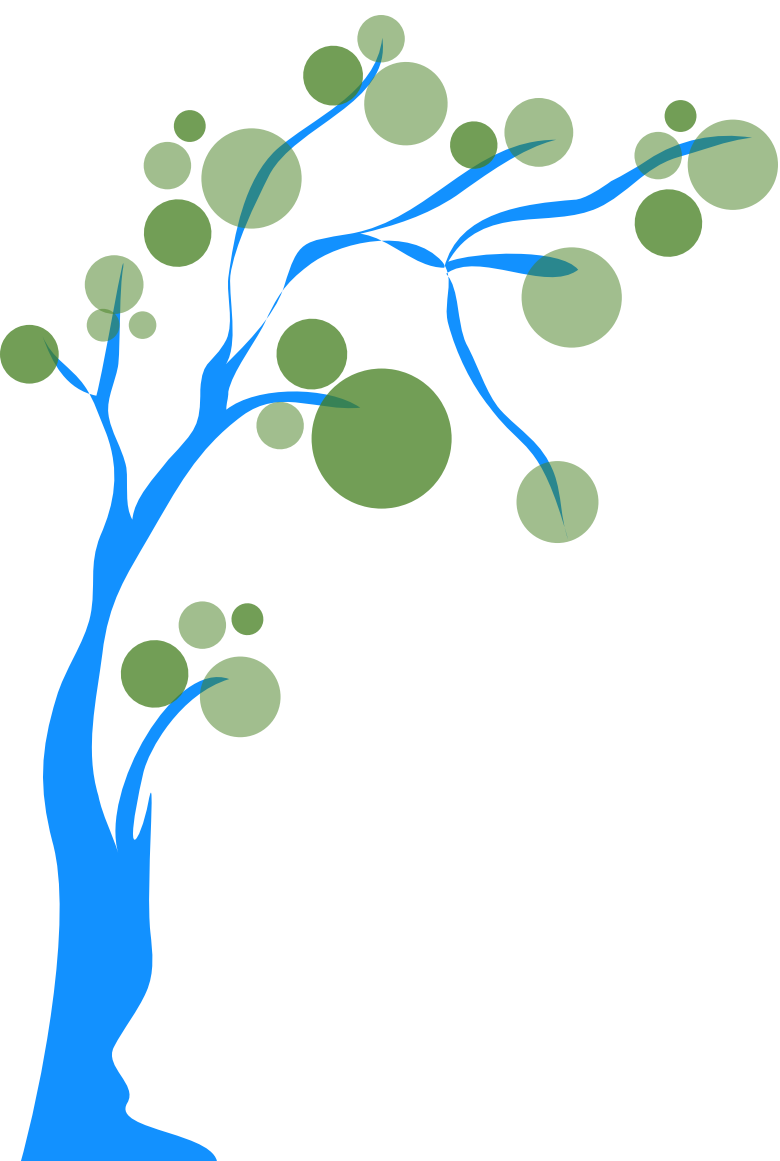
Goal E: To champion the value of culture for Okotoks Social media metrics, shown by:

- *Growth in the number of people seeing the storytelling aspect of this goal through social media channels*
- *Growth in participation in Town cultural programs (including school, child/teen, family, adult programs)*

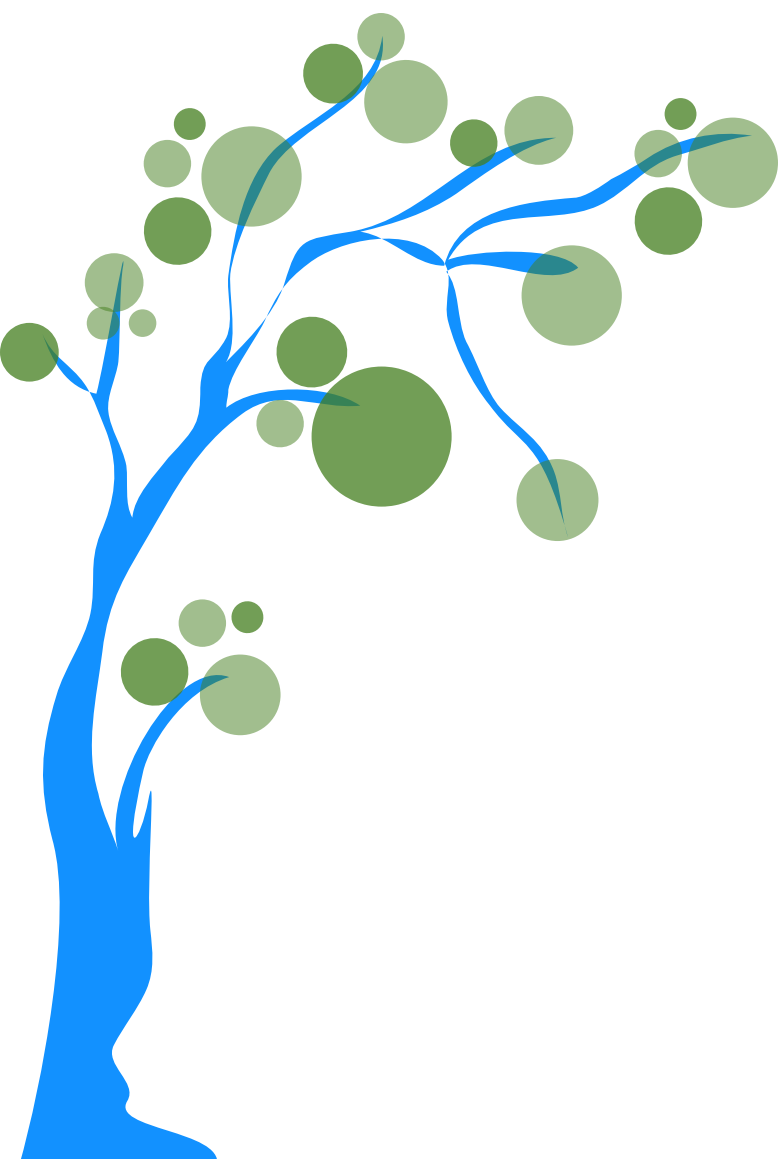
Goals & Measures

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**A1: Establish a program to
regularly gather community
around the goals of *CHAMP II***



Foundational Action

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- **B2:** Commission at least one work of art related to the goals and objectives of the CHAMP II
- **B3:** Formalize process for community members to put on events
- **B4:** Designate heritage resources using new policy and bylaw
- **B5:** Identify arts economic development opportunities
- **B6:** Prioritize social inclusion in programming and facility development planning
- **C1:** Develop public art policy and program
- **C2:** Develop mechanisms to provide grants to culture and heritage organizations and champions
- **C3:** Natural heritage alignment group
- **C4:** Establish detailed indicator program
- **D1:** Establish cultural facilities task force
- **D2:** Detailed evaluation of existing facilities
- **D3:** Develop cultural facilities scope and vision
- **D4:** Scope operating models
- **D5:** Capital project development and management
- **D6:** Operational planning

A stylized tree graphic on the left side of the page. The trunk and branches are blue, and the leaves are represented by various shades of green circles of different sizes.

Actions

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CHAMP II is a plan to build a more vibrant culture for our community. It lays out a framework that links the desired long-term future of culture, heritage and arts in Okotoks with near-term activity. *CHAMP II* provides the framework to enrich Okotoks residents' lives and see culture, heritage and arts blossom. The plan sets direction for Okotoks to enrich cultural resources, quality of life, and it encourages all local and regional creators to work towards the realization of the Community Vision:

The Town of Okotoks is resilient, where people, businesses, ideas and sense of community thrive. Grounded by the Sheep River valley and supported by thoughtful planning and design, a strong local economy and a vibrant civic culture, Okotoks offers exceptional quality of life at every stage of life. Respect for each other and the natural environment makes Okotoks home.

Conclusion

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