

AT A GLANCE

5 BIG MOVES

These Five Big Moves form the basis of the initial implementation of Culture Connect and are foundational to the plan and future success.

Culture Recovery

COVID-19 has had a major impact on the local culture sector. Through this strategy, the City can help support recovery in the sector and provide opportunities for the community to reengage in the cultural activities they have missed through the pandemic.

Indigenous Engagement

Local Indigenous heritage, culture and Peoples are foundational to Abbotsford's past, present and future. We must seek ways to engage with local First Nations and urban Indigenous Peoples, and Metis Peoples on cultural planning and create space for dialogue and Indigenous programming.

Service Delivery

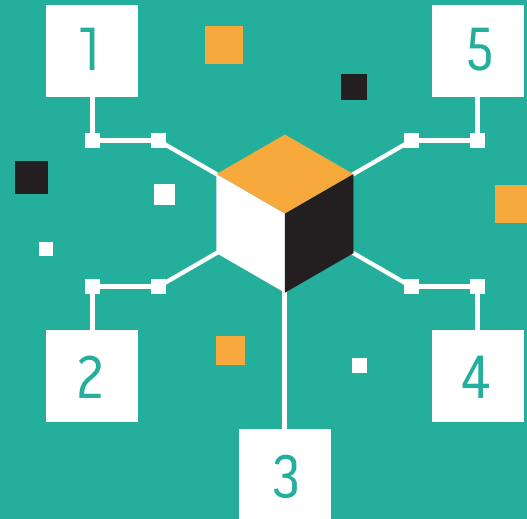
The City's culture services are primarily delivered by local fee-for-service partners. It is imperative that the City conduct a governance review its service delivery model for Culture Services to ensure alignment with the goals of the Strategy and value for money.

One-stop Shop

Lack of awareness is the biggest barrier to access for many in Abbotsford and addressing it will require a joint effort and strong coordination between the City and local cultural providers.

Cultural Policy

Many of Abbotsford's cultural policies require updating and need to be reflective of evolving realities, especially related to diversity, equity, inclusion and access.



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CULTURE STRATEGY



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Learn more about Culture Connect at
www.abbotsford.ca/culture-connect



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Vision

Rich Cultural Experiences for All:

Abbotsford will be a place of rich and diverse cultural experiences and resources that are the essential ingredients of a vibrant community of connected people and neighbourhoods.

Culture Connect, is the City's first Culture Strategy, and the result of over two years of extensive research, engagement, consultation and design.

Abbotsford is the fifth largest City in BC and is rapidly growing. We are one of the most ethnically diverse communities in Canada, and are home to a variety of rich natural, arts and heritage assets. The City of Abbotsford aimed to develop a Strategy that would strengthen these areas, embrace our diverse cultural heritage, and identify new opportunities to grow our cultural ecosystem.

The strategy establishes the vision for culture in Abbotsford - not only what we want our programs, services and places to look like, but what we want our cultural identity to be. It aligns aspirations and resources around key goals, objectives and actions providing a road-map that will enable Abbotsford to realize this vision in a fiscally responsible way.



MUNICIPAL LEADERSHIP

Goal 1

The City of Abbotsford demonstrates active leadership and strategic governance to support a sustainable, flourishing and vibrant cultural sector.



Objective 1.1 - Enhance investments in culture through strategic funding, community capacity building and continuous improvement in City processes.

Objective 1.2 - Enable a deeper understanding and appreciation of Abbotsford's past, present and future by recognizing the value of local cultural, natural, agricultural and built heritage.

Objective 1.3 - Build the local creative economy and leverage culture to boost the City's economic advantage.



SPACES & PLACES

Goal 2

Abbotsford is home to quality and versatile cultural spaces and places that encourage creativity and participation.



Objective 2.1 - Assess and plan for cultural infrastructure and assets to meet short, medium and long-term needs.

Objective 2.2 - Use physical and digital spaces to accessibly connect people with culture and their community.



CONNECTIONS & COMMUNITY

Goal 3

Abbotsford is an inclusive and accessible community where diversity is embraced and all residents are welcomed and empowered to participate in cultural opportunities.



Objective 3.1 - Engage local youth and emerging artists in the planning and development of cultural programs, facilities, events and services.

Objective 3.2 - Seek engagement with local First Nations, including Matheqwi, Semá:th, Leq'á:mel and urban Indigenous and Métis Peoples on cultural planning and policy development to reflect local Indigenous knowledge and heritage.

Objective 3.3 - Embrace Abbotsford's cultural diversity and cultivate a welcoming environment where all people and backgrounds are represented.



OFFERINGS & AWARENESS

Goal 4

Abbotsford is a creative City where people value and actively engage in culture.



Objective 4.1 - Increase the visibility of culture in Abbotsford and communicate everything it has to offer.

Objective 4.2 - Attract and build new audiences that support the cultural sector and improve quality of life for residents.