

## NEWS RELEASE

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### **"2014-2020 Cultural Plan for a Creative Nanaimo" adopted by Council**

*Council continues to embrace cultural vitality as 4th pillar of sustainability*

#### **Summary**

The 2014-2020 Cultural Plan for a Creative Nanaimo was adopted by City Council at their regular meeting of March 10, 2014. The plan was developed by the creative spirit of the people and organizations that have helped build, and will build, our city for the future. Over 1,000 residents gave their input into this process, expressing their vision for a successful and culturally vibrant Nanaimo. The community developed a vision that "Nanaimo is a healthy, vibrant and prosperous community that recognizes the importance of cultural vitality for quality of life and place". Implementing this plan will help to ensure future success as a city – a city that residents are proud to call home, and that is truly a great place in which to visit, live, work, play and invest.

*Strategic Link:* The "2014-2020 Cultural Plan for a Creative Nanaimo" gives a comprehensive look at Nanaimo's cultural and creative community and offers timely and important recommendations to enhance and develop it in the future.

#### **Key Points**

- The plan outlines many goals, strategies and recommendations in four key areas: Strengthening the Creative Sector; The Creative Economy; Connectivity; Cultural Spaces and Places.
- Implementing this plan will help to ensure future success as a city - a city that residents are proud to call home, and that is truly a great place to visit, live, work, play and invest.
- With ongoing support and participation, the plan will provide strategic direction and a clear vision for advancing cultural opportunities.

#### **Quotes**

"During the almost two years that it took to develop this plan, a tremendous amount of input was received from a record number of citizens and stakeholders, including the survey comment below, received in 2012 and my favorite: "Culture is the heart and soul of every community. It needs to be nurtured and cherished and encouraged to grow. It is what makes a city a home instead of just a place we live. It connects us to one another. It is not something we have but is who we are". This plan provides a road map to what it is we aspire to be as a community in the future and, as such, it is a document that brings hope."

Fred Pattje  
Councillor  
City of Nanaimo

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