



Rotary Club  
of Kelowna

**May 1, 2021**

To Whom it May Concern,

The Rotary Club of Kelowna fully supports the initiative for a new Performing Arts Centre to be built in downtown Kelowna. We know that the existing theatre was built in 1962 and nearly 60 years later it is no longer adequate to serve our community.

We feel that a new Performing Arts Centre would be a credit to our community, enhance the entire Cultural District, and complement existing facilities, such as the Okanagan Library, Kelowna Art Gallery and the Rotary Centre for the Arts. The professional performing arts organizations are incubators for up and coming musicians and dancers who live here and need support and coaching in their developing years. As well, they need to be able to experience excellence in performances here, to guide them into the future. We need to cultivate world-class talent within our own community if we are committed to lively and engaging arts and culture in our community.

This is an opportunity for signature architecture in the core of the city which announces that Kelowna is an important centre for professional performing arts. Such centres are valuable civic resources that provide education, access, exchange of creative discourse, opportunities for cultural expression and awareness. If we aspire to attract younger and more-socially engaged citizens, we need to provide cultural centres of excellence to match their aspirations. The new Performing Arts Centre would be a vibrant regional hub that energizes the community and captures the cultural and economic vitality of live artistic performance.

Sincerely,

Members of the Rotary Club of Kelowna