

Jan. 14, 2019

Investing in Canada Infrastructure Program
PO Box 9838 Stn. Prov. Govt.
Victoria, B.C., V8W 9T1

To whom it may concern;

As an organization representing more than 560 members, the Greater Vernon Chamber of Commerce understands the importance that culture has in our community. Specifically, a new cultural centre, with community space, a museum and an art gallery, will play a key role in diversifying the local economy by bolstering creative industries, generating new employment opportunities at the centre itself, and acting as a catalyst for new residential development downtown.

Many people, when investigating communities to relocate to, consider what amenities are available, as do investors as they want their workforce to access cultural and recreational activities on their spare time.

Along with this, visitors to the region increasingly desire experiences, and a state-of-the-art cultural centre would encourage them to remain in the community longer, particularly if the centre plays host to provincial and national travelling exhibits.

A Canadian Heritage study shows that in 2016, the economic impact of cultural spending (festivals, live performances, visual arts, etc.) was \$65 million in the North Okanagan and with a modern cultural centre, the economic influence will only grow.

Cultural facilities encourage creativity among residents and civic pride, and this is particularly important for youth wanting to be inspired to pursue their dreams. Greater Vernon residents took a positive stand for culture when they voted to borrow funds for a new cultural centre, and we would encourage our government partners to embrace the vision.

Sincerely,



Dione Chambers, General Manager
Greater Vernon Chamber of Commerce