

State of the Basin

Building a Case for Arts, Culture, and Tourism Investment Through Data Insights

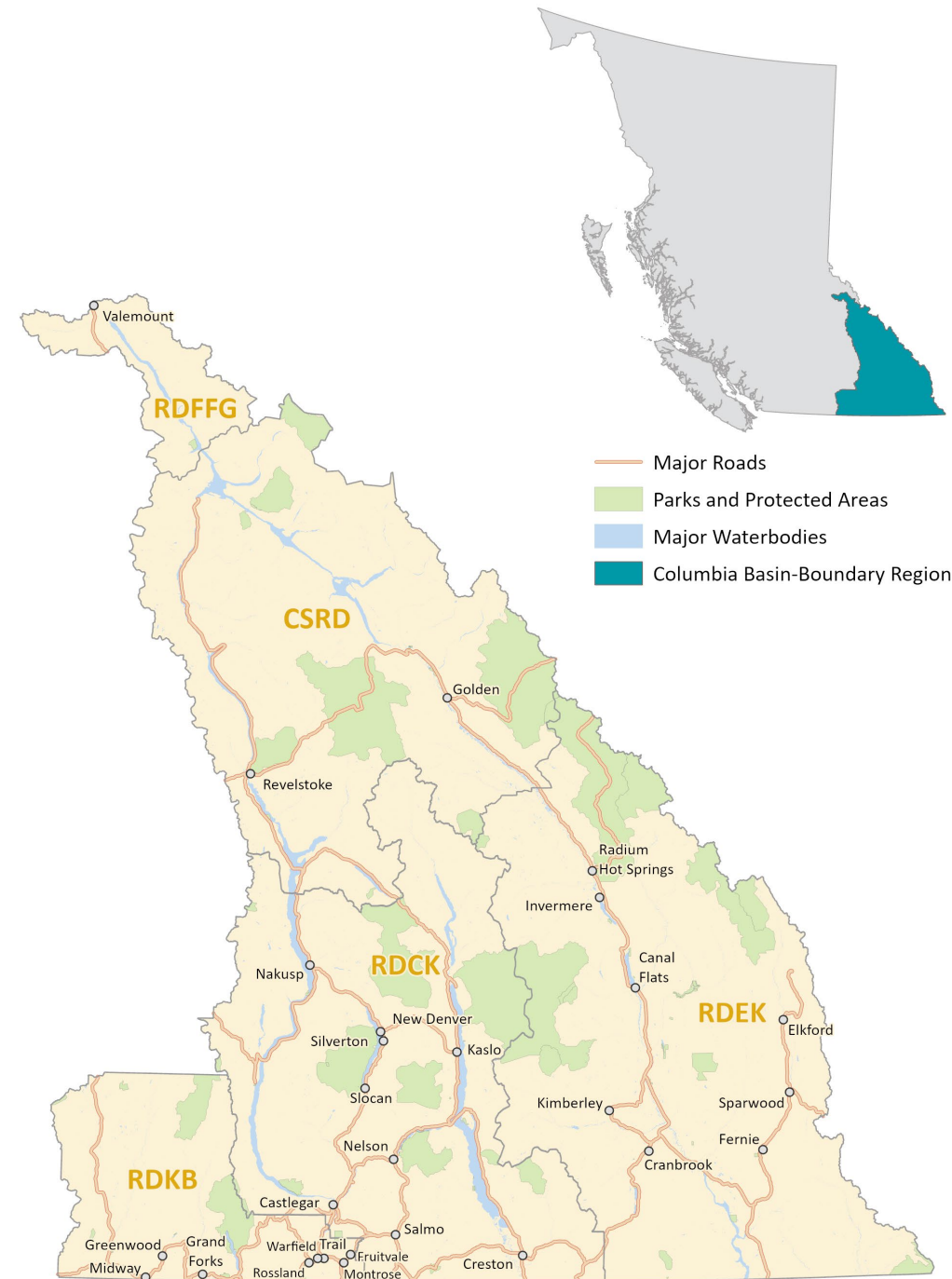
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West Kootenay Regional Arts Council
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About the Project

- Started by Columbia Basin Trust in 2008
- Led by Selkirk College since 2011 with funding from Columbia Basin Trust
- Columbia Basin-Boundary Region
 - 86,000 km²
 - 28 municipalities
 - 25 electoral areas
 - 167,000 residents



Goal

To provide **access to data** that Columbia Basin-Boundary communities and organizations can use to **support evidence-based decision-making**, leading to **improved well-being** in the region.



Objectives

Inform

citizens and organizations about the people, natural environment, communities, and economy of the region by providing access to accurate, credible and timely information

Encourage

understanding of complex issues and trends over time, including future projections when possible

Signal

whether conditions are similar or different within the region, compare to other areas to highlight and celebrate areas of achievement, and to identify significant issues

Motivate

discussion, information sharing, strategic evidence-based decisions, and collective action



Indicators of Well-being



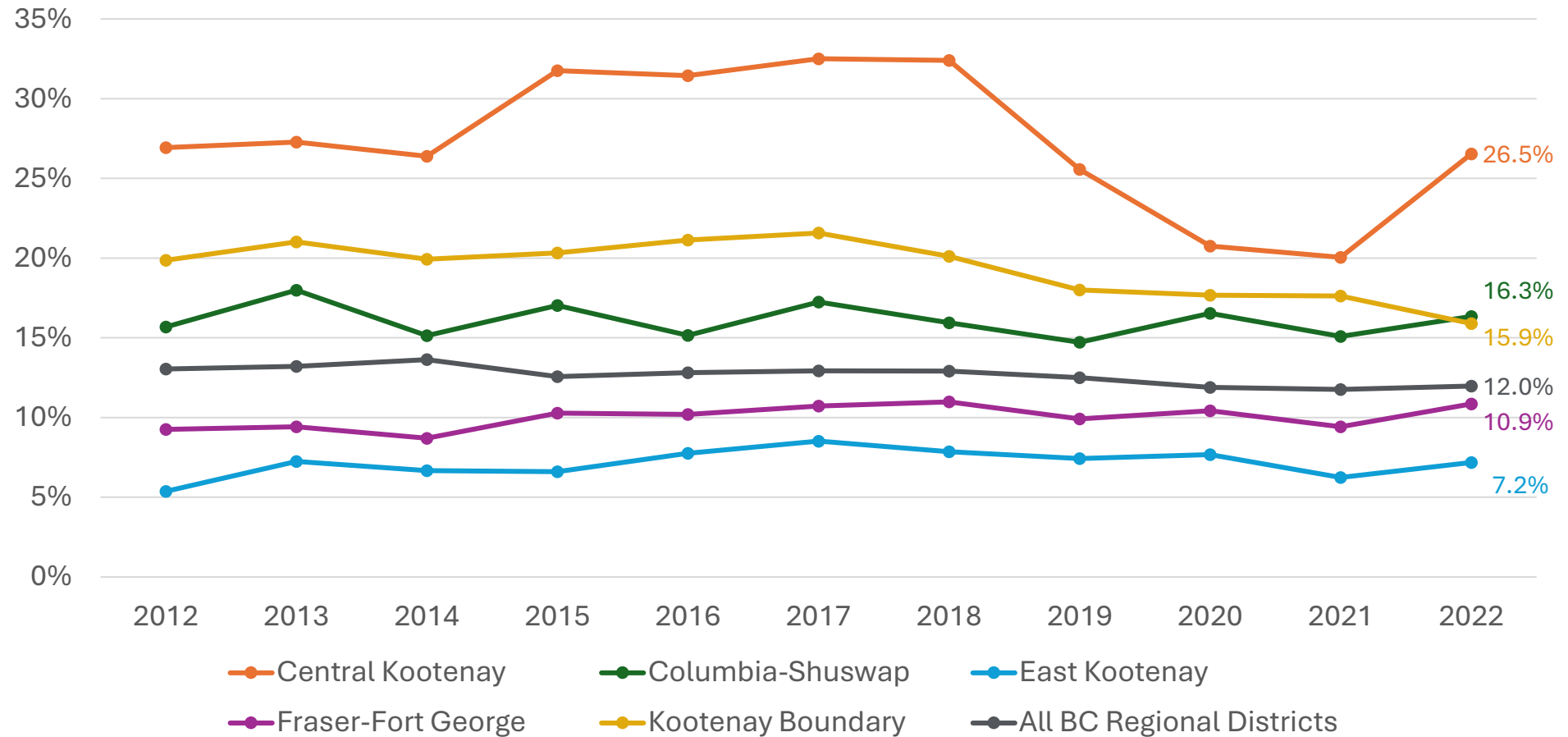


Municipal Spending on Parks, Recreation, and Culture

Percentage of total spending on parks, recreation, and culture

- **Parks:** Green spaces, trails, beaches, sports fields, golf courses, ski areas, and public squares.
- **Recreation:** Municipal recreation boards, and facilities such as swimming pools, skating rinks, curling rinks, gymnasiums, racquet courts, and exercise areas.
- **Culture:** Cultural boards, and facilities such as libraries, galleries, museums, community halls, performing arts theatres, and heritage conservation programs.

Municipal Spending on Parks, Recreation, and Culture



Municipal Spending on Parks, Recreation, and Culture

Geography	2022
Trail	28.8%
Valemount	27.4%
Elkford	22.6%
Sparwood	21.0%
Warfield	19.0%
Nakusp	18.1%
Kimberley	17.5%
Fernie	16.7%
Canal Flats	16.3%
New Denver	16.3%
Slocan	15.6%
British Columbia	15.3%
Invermere	13.6%
Columbia Basin-Boundary Region	13.3%
Golden	13.0%

Geography	2022
Cranbrook	12.7%
Revelstoke	12.5%
Rossland	12.2%
Midway	10.1%
Grand Forks	9.8%
Radium Hot Springs	8.0%
Nelson	7.1%
Castlegar	6.7%
Greenwood	6.5%
Silverton	6.0%
Montrose	5.6%
Fruitvale	5.4%
Kaslo	4.2%
Creston	2.9%
Salmo	2.7%

Subjective Well-being

- Poll of residents periodically conducted to gain an understanding of residents' perceptions of well-being.
- Last conducted in September 2023 via mailed invitation, with option to respond by paper questionnaire or online.

2023 State of the Basin Subjective Well-being Report

UNDERSTANDING SUBJECTIVE WELL-BEING IN THE
COLUMBIA BASIN-BOUNDARY REGION



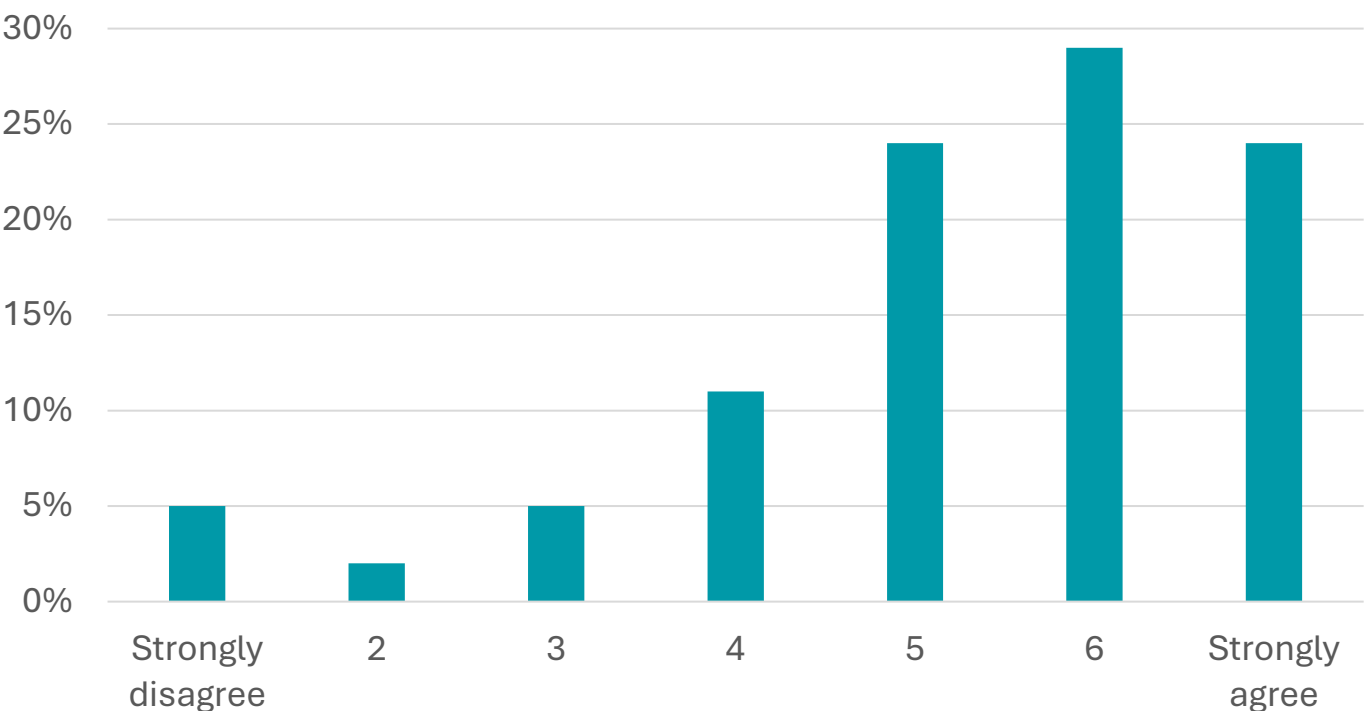


Expressing Oneself Through Arts and Cultural Activities

Over the past 12 months, have you undertaken any of the following?	2019 (n=400)	2021 (n=400)	2023 (n=301)
Expressed yourself through an arts and/or cultural activity	50%	42%	37%



Tourism Brings Positive Benefits



“Tourism brings positive benefits to my community.”

**2021
(n=400)**

**2023
(n=297)**

Average Score

5.7

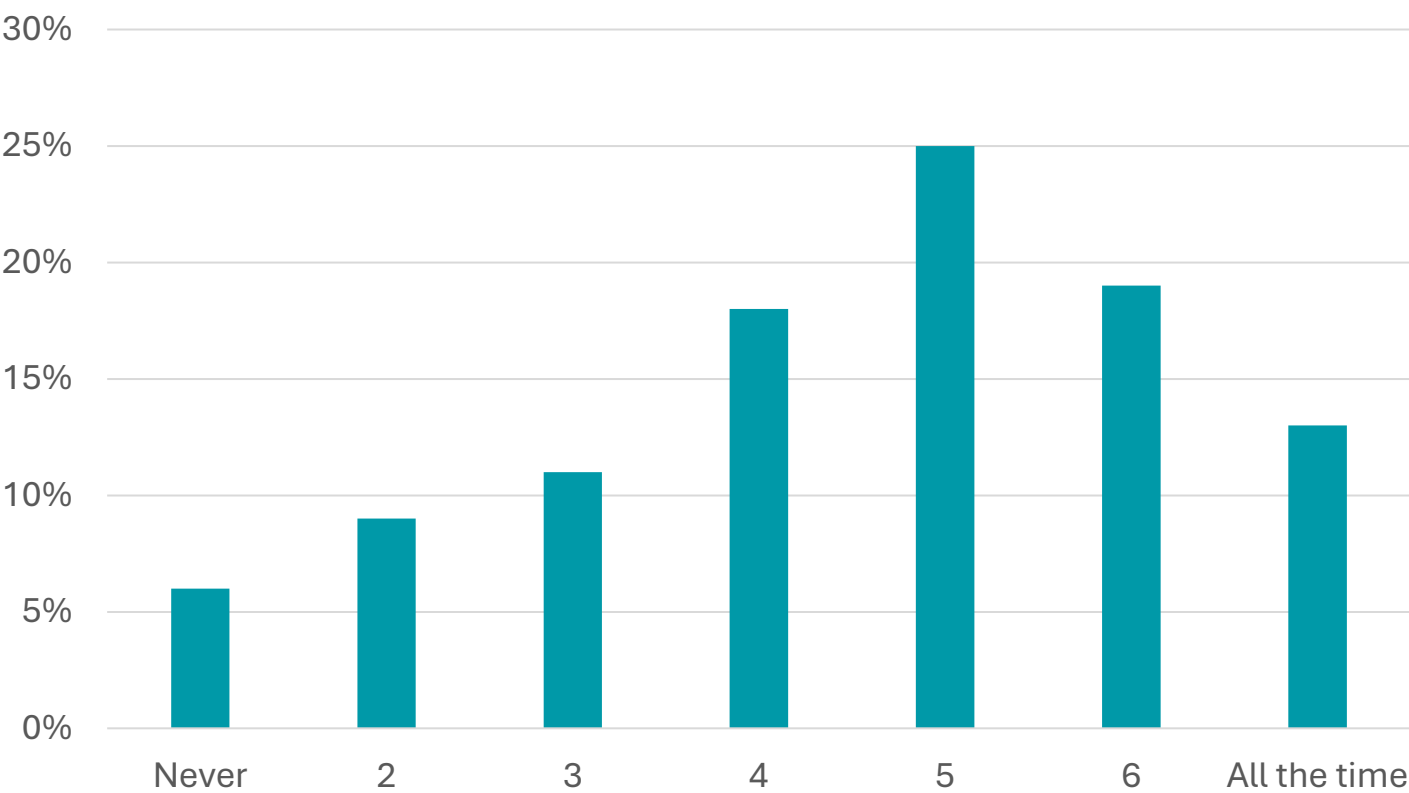
5.3



Photo: Jesse Schpakowski

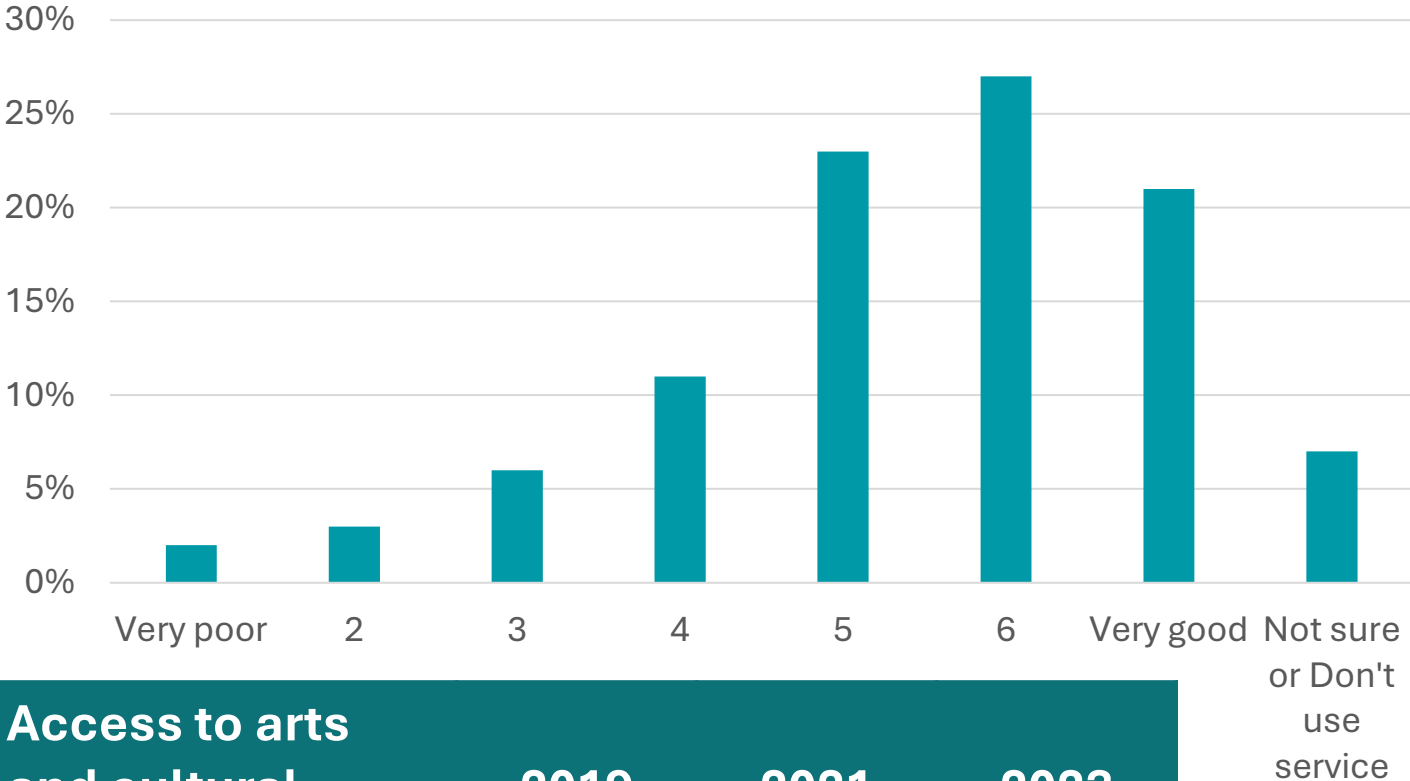


Attending Arts or Cultural Events



“I go to arts or cultural events.”			
	2019 (n=400)	2021 (n=404)	2023 (n=304)
Average Score	4.0	3.2	4.5

Access to Arts and Culture



**Access to arts
and cultural
experiences and
opportunities**

Average Score

**2019
(n=356)**

**2021
(n=352)**

**2023
(n=278)**

5.3

4.6

5.3



Photo: Leeza Perehudoff



Pulling it All Together

Municipal spending on parks, recreation, and culture is stable (generally increasing from 2021 to 2022)

Residents perceive tourism as bringing positive benefits

More residents are attending arts and cultural events

Residents perceive that there is good access to arts and culture

Resources

State of the Basin

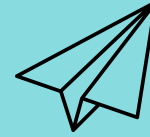
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Selkirk Innovates

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Contact Leeza

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Sign up for our newsletter,
the State of the Basin **Focus**!
We send out near-monthly stories
about new and timely data.

