

## News Release



FOR IMMEDIATE RELEASE

January 25, 2024

### **Cowichan region commits to arts and culture with new Master Plan**

**DUNCAN, BC** – The Cowichan Valley Regional District (CVRD) is excited to announce the launch of its first-ever Arts & Culture Master Plan, which aims to enhance arts and culture opportunities for locals and visitors across the region.

With a focus on building creative capacity, the new Arts & Culture Master Plan will guide arts and culture over the next five years. The Master Plan will provide practical support to existing assets and identify opportunities for new programming, physical spaces, funding opportunities, and public art.

“Whether it’s the many music venues, festivals, theatre stages, art galleries, or public art, Arts and Culture thrives in our neighbourhoods,” said Patrick LeBlanc, Arts & Culture Manager at the Cowichan Valley Regional District. “This is a great opportunity for our communities to share hopes and ideas to help strengthen and direct Arts and Culture in our Region for years to come.”

The CVRD is excited to be working with Happy Cities, a BC-based planning firm that specializes in community wellbeing through research, policy, and engagement. The team will work closely with the community—including artists, jurisdictions, and new and long-term residents—to create a plan that reflects the region’s aspirations and geographic needs. As part of this, Happy Cities is seeking to hire a part-time, local [Community Arts & Culture Liaison](#) (apply before February 18, 2024).

“Arts and culture are a cornerstone of a liveable region, and provide such a range of benefits,” said Mitchell Reardon, Director of Urban Planning at [Happy Cities](#). “By investing in arts and culture, the CVRD also has an opportunity to celebrate community identity, strengthen social ties, and support economic opportunities like tourism and local business.”

Recognizing that arts and culture are for everyone, the CVRD will be seeking community input on priorities for the region. All artists—dabblers, creatives, and appreciators alike—are invited to be a part of this process.

- 30 -

*For more information, please contact:*

Patrick LeBlanc  
Manager, Arts and Culture Division  
250.746.3423  
[Patrick.LeBlanc@cprd.bc.ca](mailto:Patrick.LeBlanc@cprd.bc.ca)