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Project:

Arts and Heritage Master Plan 2004 &
Arts and Heritage Master Plan Update 2009

Client:

City of Abbotsford

Dates:

2002 - 2004 & 2009

Project Type:

Museum Development, Public Consultation

Consultants:

CV Marketing Research Inc.

Description:

This project marked the first development of a cultural plan for the City of Abbotsford as well as an update of the plan in 2009. Initial consultation included market surveys of public opinion, and analysis of tourism and cultural strategies, followed by an intensive community consultation process. Stakeholder focus groups included local performing arts groups, artists, educators and a broad spectrum of the creative industries. The recommendations included the establishment of culture as a civic function within the Parks & Recreation Department (re-named as Parks, Recreation & Culture). The establishment of a civic museum and art gallery was proposed, which was accomplished with the opening of the Reach, a 20,000 sq. ft. facility, in 2008.