

*We respectfully acknowledge and recognize that the work of the SAFMS takes place on the unceded traditional territory of the Secwepemc Peoples.*

## CORE VALUES

The Core Values of the Salmon Arm Folk Music Society are:

- To provide a safe, inclusive and nurturing environment for festival and concert patrons to experience music, dance, arts and craft.
- The necessity to maintain cultural integrity and community interactivity.
- To present world cultures, as well as local regional and identifiably Canadian artists.
- To work closely with our local Aboriginal communities to present their traditions, art forms, and contemporary artistic direction to our festival audience
- To present art forms that may be considered as non-mainstream, consisting of original compositions and artwork.
- To present the arts in an interactive and educational manner to enhance the experience for our patrons, such as utilizing unique workshop structures, and themes to create incredible moments of cultural fusion and insight.
- To present a world-class event that results in a significant economic impact for our local businesses, investors and supporters via increased tourism and enhanced revenue streams.
- To support our local community service organizations through fund raising partnerships and work experience initiatives.
- Financial responsibility.