

# DOWNTOWN KELOWNA

ANNUAL REPORT  
2012





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*“I’m equally proud of how our Downtown members helped promote their neighbors to be positive and pitched in where they could over the course of this past year.”*

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## MESSAGE FROM THE PRESIDENT

Looking back over the last year certainly brings a smile to my face. We had a very committed, forward thinking Board, Committees and Staff that helped us begin the revitalization of Downtown Kelowna. Peggy Athans the Executive Director of the DKA and her staff along with our Board have helped us keep on track with regards to the future and the Downtown Plan. I would like to personally thank them for their efforts.

This past year the Bernard Avenue Revitalization Project began and completed Phase 1. I was pleased to see how quickly and accommodating the crews worked. They should be congratulated on their effectiveness and I trust they will move just as quickly entering Phase 2 and the biggest stretch of the project. In Phase 1 the lights, benches, road way, and all the “extras” look great and I’m looking forward to the finished product.

I’m equally proud of how our Downtown members helped promote their neighbors to be positive and pitched in where they could over the course of this past year.

The changes to Bernard Avenue, really started a few years ago with the creation of the Downtown Plan. Peggy and the DKA team have done an excellent job creating and developing a brand for Downtown Kelowna and the marketing materials to support our plan.

The expansion of the On-Street Services program is also something I’m particularly proud of. The DKA hired an additional Clean Team member beginning just after the New Year and we purchased a Ranger at the end of 2012 equipped with a commercial power washer. The Ranger is used to assist in removing snow, graffiti and garbage.

With the numerous events hosted by the Downtown Kelowna Association and seeing the members come together to support each other, I am so proud of how 2012 played out. I’m excited to see what this coming year will bring and how we continue to revitalize Downtown Kelowna.

Dallas Gray  
Downtown Kelowna Association  
President





*“We always look forward to seeing and hearing from our members. Please contact us anytime.”*

MESSAGE FROM THE EXECUTIVE DIRECTOR

First, I would like to thank my talented team at the Downtown Kelowna Association for their hard work and commitment to providing quality service to our membership. I am very proud of our accomplishments and the role we played in growing the success of Downtown.

In 2012 we worked hard to improve membership communication. The DKA opened its doors and held two open houses. We also focused on membership engagement. The DKA initiatives are only successful when membership participates in what we do. So in 2012 we pounded the pavement visiting businesses to ensure that the membership was aware of what we were doing and got involved. I'm very pleased with the increase in business participation this past year.

When I look back at 2012, I'm so proud of the marketing steps we took to promote all of Downtown Kelowna with our events and promotions. Our Small Shop Saturday series was a tremendous success as the participating businesses grew each time. The Downtown Kelowna Block Party brought 10,000-12,000 people to our area and our Christmas programs were a success. I believe we have a very strong foundation as we head into 2013.

Working with the City on our advocacy we made it very clear our short term goals are the completion of the Bernard Avenue Revitalization, changing the Ellis Street truck route, creating more parking options, the creation of a more prominent entrance to Downtown and restore two way traffic on Leon and Lawrence Avenues.

This past year we also worked hard with City Staff and Council on business recruitment. Our message was simple, Downtown Kelowna is open for business!

This year has seen a continuation of our successful On Street Services initiatives. We were able to make some great strides by strengthening our partnerships with the Bylaw officers and the RCMP.

It will be another exciting year for Downtown in 2013. The revitalization of Downtown Kelowna is happening and we are here to tell the story and increase visitation!

Peggy Athans  
Downtown Kelowna Association  
Executive Director



MEMBERSHIP

The Downtown Kelowna membership is extremely diverse reaching everything from professional services to arts and culture to entertainment and attractions. The diversity of Downtown Kelowna adds to the vibrant atmosphere to live, work and play.

Property Owners	443	
Business Owners	783	
Total (as of January 31, 2013)	1226	
Main Category	#	% of Business Mix
Professional Service	161	20.6%
Retail	157	20.1%
Service	132	16.9%
Restaurants	75	9.6%
Government / Non-Profit	62	7.9%
Lawyer & Notary	43	5.5%
Beauty, Spa & Barber	36	4.6%
Art	23	2.9%
Entertainment & Attractions	18	2.3%
Medical & Dental	14	1.8%
Coffee & Tea Houses	12	1.5%
Museums & Theatre	10	1.3%
Points of Interest	9	1.1%
Accomodation	5	0.6%

MEMBERSHIP COMMUNICATION

In 2012, the DKA focused on improving communication with our members through a number of different avenues. The new website (downtownkelowna.com) features the Member’s Centre that includes clearly marked links to Services, Programs and Events and On-Street Services. Anything members can take advantage of is all in one place; the Member’s Centre.

Over the course of 2012, eleven E-Newletters were distributed to keep members up to date. An average of 900 members received the E-Newsletter with an average open rate of 32%.

Over the course of the year, the DKA hosted two Open Houses. This gave members a chance to come up to the DKA office, talk one-on-one with the staff, ask questions, learn how to take advantage of downtownkelowna.com and talk about advocacy. Members attending the Open Houses also received a Member’s Checklist that gave members a clear list of complimentary ways they can promote their businesses.

The most effective way to communicate with our members is face to face. Members of the DKA visit businesses to provide information on events and promotions, voice radio ads and even appear in promotional videos.





BUSINESS RECRUITMENT

Business recruitment is consistently near the top of the priority list for the DKA and the City of Kelowna. In 2012 the DKA had an exhibitor space at the International Council of Shopping Centres Conference (ICSC) which thousands of people from across North America attend. The \$14 million Bernard Avenue Revitalization project peaked some great interest in Downtown Kelowna.

The DKA worked with the City of Kelowna to produce a brochure highlighting why interested parties should locate a business or a development in Downtown Kelowna.

The brochure was also used by City staff and the DKA also mailed to property managers and leasing agents.



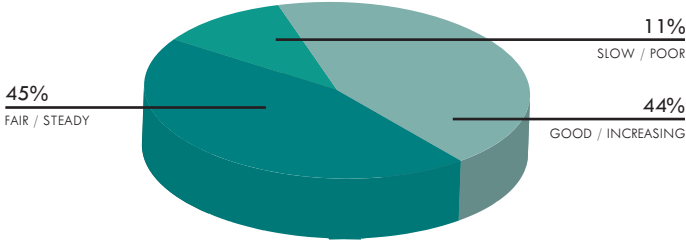
BUSINESS WALKS

On October 4, 2012, the Economic Development Commission, with assistance from the DKA, facilitated Canada’s first Business Walk.

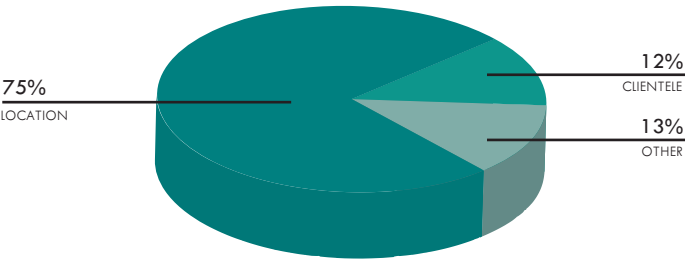
Within a three hour blitz, ninety two Downtown Kelowna businesses were visited and asked three key questions to determine the business climate Downtown. Answers provided help to capture and track the pulse of businesses throughout the region, connect business support agencies to the business community and identify opportunities for business enhancement programming. Businesses were asked three questions:

- 1) How is business?
- 2) What do you like most about doing business Downtown?
- 3) What can be done to help your business thrive?

Answers to question 1



Answers to question 2



Answers to question 3

- 1. Revitalization of Downtown
- 2. More people living and working Downtown
- 3. Marketing Downtown as a “preferred”, “unique” and “cool” shopping destination
- 4. Cultural District – awareness and visitation
- 5. Concerns about parking and signage
- 6. Security and undesirable activity
- 7. Ellis Street truck route
- 8. Need for assistance in finding qualified staff, specifically retail and wait staff

ADVOCACY

The DKA worked closely with the City of Kelowna in 2012 on key points of advocacy. The DKA made it very clear what the short term goals as the Board of Directors identified the top seven short term priorities:

1. Bernard Avenue Revitalization – Completion as soon as possible with the least amount of disruption to business.
2. Change the City’s truck route and determine an alternative to Ellis Street.
3. Parking – Have sufficient parking to service Downtown.
4. The creation of one or more prominent entrance features to Downtown Kelowna – Working with the City of Kelowna and Ministry of Transportation to install prominent signage on Highway 97 identifying Downtown Kelowna and create a prominent entrance to Downtown.
5. Restore two-way traffic on Leon and Lawrence.
6. Create a Bernard Avenue Patio Policy that encourages business participation, encourages the construction of quality structures while keeping fees and rent at a similar or lower rate than previous fees and rent. Ensure that future rent increases will be at the rate of inflation as determined by the BC All Items Consumer Price Index until 2020.
7. Have sufficient public washrooms to service City Park, Kerry Park, Stuart Park and the Public Pier.

ON-STREET SERVICES

Downtown On Call

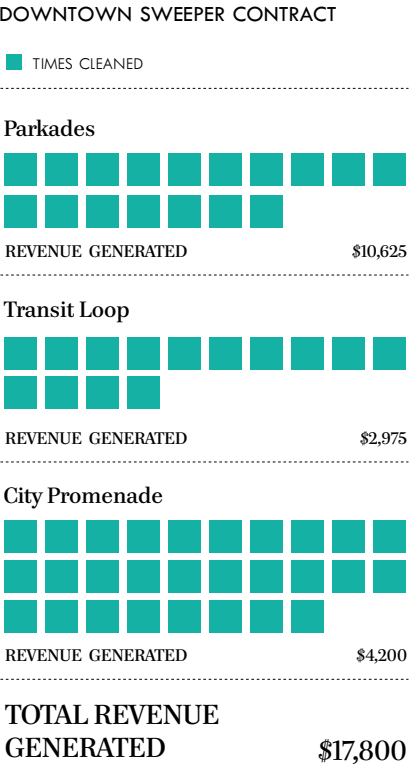
They look outstanding in red, but they do way more than that. The Downtown On Call team is trained to deal with front line issues related to personal safety, hospitality and help create a positive social environment in Downtown Kelowna. And look good doing it.



Activity	2012		2011
Directions/Info	2041	▲	1834
Pan Handle	913	▲	656
Sleeper	286	▼	349
Loitering	2163	▲	1985
Busker	53	▼	82
Alcohol	405	▲	248
Drugs	245	▲	194
Sex Trade Worker	267	▼	434
Bylaw	41	▲	24
RCMP	257	▲	210
Medical First Aid	5	=	5
Ambulance Called	4	-	N/A
Resource Referral	27	▼	42

Downtown Clean Team

Dressed in blue uniforms, the Clean Team are responsible for making Downtown Kelowna so clean it squeaks. Our “boys in blue” ride the sidewalk sweeper and at the end of 2012 they got a brand new ride. The DKA Ranger, which is equipped with a power washer, graffiti removing supplies and a snow blade in the winter to keep Downtown Kelowna looking clean as a whistle.



Downtown Concierge

Thanks to some great Federal funding from May to September the Downtown Concierge act as ambassadors for Downtown Kelowna. In 2012 their focus changed to provide information of our members to the public. Equipped with a new booth, the Downtown Concierge was extremely visible each day setting up at the Sails at the foot of Bernard.

Information Booth Traffic Statistics

	2012		2011
June	796	▲	642
July	2432	▲	795
August	2039	▲	443





MARKETING AND EVENT STRATEGY

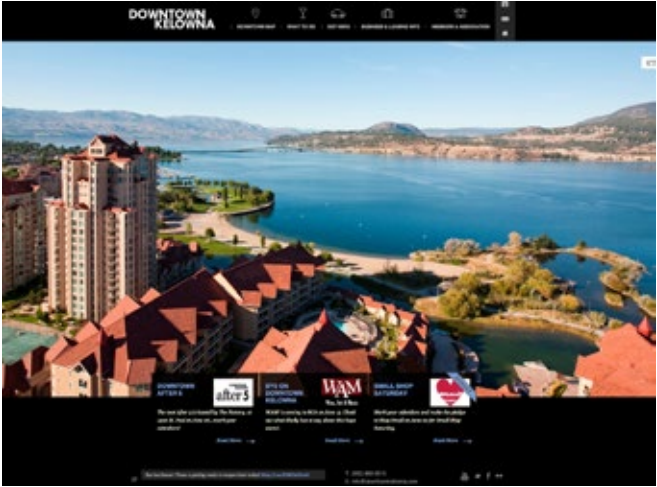
In 2011 and 2012, we invested in new branding and creative. This work has a shelf life of three to five years, requiring some simple and minor adjustments, keeping future creative costs down and freeing up more funds for execution.

The DKA has almost doubled the amount of marketing initiative since 2010. There has also been a shift from executing community events Downtown to now executing promotions that engage the membership and build membership awareness to the public.

	2012		2011
After 5	10	▼	11
Events	2	▼	3
Retail Promos	5	▲	0
Restaurant Promos	2	▲	1
Contests	2	▲	1
Open House	2	▲	0
Total	23	▲	16

Website

The DKA website was redeveloped around the new branding in 2012. The goal being to make downtownkelowna.com the most up-to-date and accurate information site for Downtown Kelowna. The website continues to display contact information for our members, a calendar of events happening Downtown and the latest information on promotions hosted by the DKA such as Small Shop Saturday, Block Party and Light Up! In 2012 the Downtown Kelowna website was visited 49,940 times and received 136,174 page views.



Eye On Downtown

The Eye on Downtown Kelowna video feature was designed to increase awareness of the various businesses that are located in Downtown Kelowna.

It’s a way to get to know the businesses and the people that are running them. Video production is extremely costly, however this is a complimentary benefit for our members. The videos are uploaded to You Tube and can be used by members for their websites and social media channels. To date 85 videos have been posted and have been viewed 12,510 times.

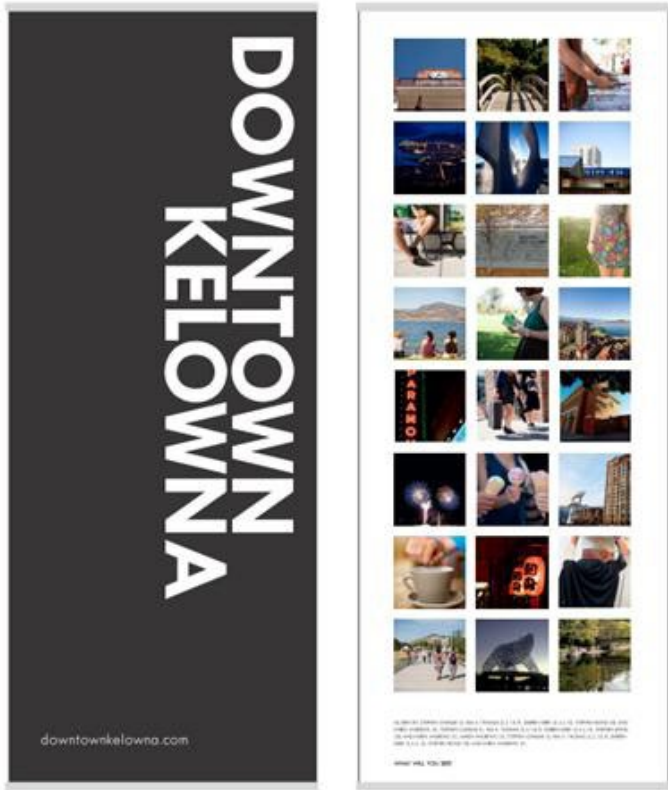
Social Media

In 2012 a focus was placed on Social Media and growing the numbers on Facebook and Twitter. With daily posts and contests centered around social media, for example Spot Santa, our followers and likes increased to the following:

- Twitter  
4500 followers & 929 tweets
- Facebook  
1415 likes & 1422 friends

Signage

In the past year we have produced three stand-up banners, two of the new logo and one with a photo grid concept. This brings the Brand to life and creates a sense of place at trade shows and events.



The Essential Downtown Kelowna Guide

In 2012 the guide was updated and 25,000 copies were printed and distributed.

We delivered and racked the Guide throughout the Regional District placing our guides in hotels and tourist based businesses outside of the Downtown core.

2012 Direct Mail Campaign

The guide was delivered to 26,338 households in the Glenmore, Dilworth, Upper & Lower Mission, North End, Downtown, Hospital/Abbott and Lake View Heights areas.





CAMPAIGNS

To build brand awareness and drive traffic to Downtown Kelowna.

Small Shop Saturday

Small businesses play a vital role in Kelowna’s local economy, not to mention provide jobs and preserve the Downtown neighbourhood. This is a huge point of difference between Downtown and a mall, or Big Box Stores.

Three Saturdays in 2012, Downtown businesses celebrated Small Shop Saturday. Each featured something special, did a demonstration, had a sale, provided entertainment, had a guest speaker, or simply highlighted some of their new seasonal merchandise.

The DKA spread the word by advertising on the radio, Castanet and in newspaper. We also worked hard to secure membership engagement. We compiled all of the information and posted it on the website, made and distributed close to three hundred balloon trees which identified participating businesses plus produced handbills and posters.

*“Saturday was great. We were up 86% over the previous Saturday.”*

- Michael Neill, Mosaic Books

Small Shop Saturday Participating Businesses

	#
Mar 31	60
Jun 23	90
Oct 13	88

Small Shop Saturday Web Page

Oct 5 – Oct 14: 777 page visits  
3:20 mins avg



Holiday Campaign

In 2012, a Santa was hired from the Kelowna Actors Studio to cruise around Downtown Kelowna December 14th - 22nd from noon to 5:00pm each day. Santa entered businesses ringing his bells and wishing everyone a Merry Christmas and encouraged people to take photo to enter the Spot Santa contest on the Downtown Kelowna Facebook page. It brought a festive spirit to Downtown and the businesses had fun and enjoyed the activity in their establishments. Santa was a hit! Over 200 pictures were uploaded to our Facebook page and our “likes” increased from 1227 to 1414 in nine days. An average of 21 new “likes” per day.

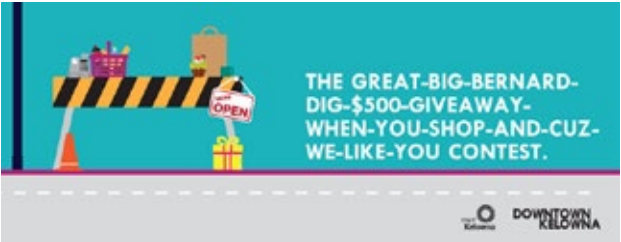
The Gift Wrapping Service was available in 2012, but at a zero cost to the DKA and the City of Kelowna approved Free Saturday Parking in December for the 18th year.



Bernard Avenue Revitalization Campaign

The City of Kelowna launched the “It’s Happening” campaign in 2012. Large media buys on radio and in print were made. Castanet also dedicated a page to the Bernard Ave project.

In partnership with the City, the DKA executed a contest within the first phase of the revitalization zone. Customers who made a ten dollar or more purchase in any affected business were given an entry form. Customers were required to visit the Downtown Kelowna website to enter the contest. Six draws of \$500 were given out in twelve weeks. The DKA produced posters and handbills and administered the contest which saw 2,361 people entered in Phase 1.



*“It was great! It worked for us perfectly. We gained new regular customers as a result of the event. Very pleased and will definitely participate again.”*

- One Cup At A Time

*“It was a great experience. We seem to have more locals coming in for dinner and lunch. Thank you so much. Looking forward to next year as well.”*

- SS Korean



### Taste Of Downtown

The 2012 Taste of Downtown was very successful. We had visitors walk to all four corners of Downtown to experience and explore new restaurants and find new shops. The purpose of the Taste of Downtown was to promote the many great restaurants, eateries and cultural cuisine in Downtown Kelowna. Taste of Downtown ‘Tourists’ received a passport including a map of the participating restaurants to collect signatures from participating restaurants and enter to win Downtown Kelowna prizing. To qualify to enter the contest participants had to travel to all areas of the DKA boundaries.

	2012	2011
Participating Restaurants	29 ▲	23
Submitted Passports	600 ▲ (700-900 samples)	140 (200-250 samples)

*“This was the best event I have ever experienced. Lets do it again. Congratulations and thank you!”*

- Burnett’s Florist & Gifts

*“Went very well. Our tenants had excellent sales, especially the fashion branch. The DKA did a great job organizing the event.”*

- Towne Centre Mall



### Downtown Kelowna Block Party

August 11, 2012

The 2012 Block Party was a good old fashioned party that saw thousands of people come Downtown to take part. Visitors were treated to activities, art, entertainment and terrific membership engagement from Abbott Street to Richter Street. The layout encouraged visitors to explore Bernard Avenue from end to end with a charity BBQ and a monster truck at Richter Street and dog agility and the main stage in Kerry Park.

### Block Party Vendor Participation

	2012	2011	2010
Participating Members	61 ▲	13	44
Participating Non-members	77 ▲	35	47
Total Participation	138 ▲	48	91

### Block Party Web Page

Aug 1 – Aug 12      4,882 page visit      2:15 mins avg



Downtown Kelowna Wine Festivals

The Wine Festival promotion allows Downtown Kelowna to tap into high yield tourists and wine enthusiasts as they target Downtown to dine. Having a membership to the Okanagan Wine Festival Society allows the DKA to be highlighted on the Wine Festival website which attracts thousands of clicks and hits over the course of the year. The Wine Festival website listing links back to the DKA site, where visitors can watch a video feature on each of the participating restaurants. The videos included interviews with chefs discussing what they featured during the Wine Festival. This was a very cost effective way for the DKA to reach an important target audience.



DKA Fall Wine Festival Webpage

Sept 17 -Oct 13      953 visits      2:24 mins avg

Videos                      7 videos, 600 views

Downtown After 5

The Downtown After 5 events have been the Downtown Kelowna Association’s signature event for well over fifteen years. They support business membership with 300 people on average attending. The events are very cost effective to the DKA, as the host of the event is responsible for the food and drink. It’s also an excellent tool for the DKA to promote their upcoming events and special promotions.

After 5	2012		2011
# of events	10	▼	11
Average Attendance	273	▲	243



## Downtown Kelowna Light Up

The Annual Downtown Kelowna Light Up celebrated the holiday and shopping season through family activities, music, entertainment, visits from Santa, and the anticipated 'light up' of the Christmas Tree in Kerry Park. It's an event with a successful track record and the City looks forward to it each year. In 2012, there were activities in various locations Downtown, encouraging the public to explore our amazing shopping and dining opportunities while enjoying in the festivities. Programming ran throughout the day (10am-7pm) in a collaborative effort between the DKA, Downtown businesses and charities, Festivals Kelowna and the City of Kelowna.





FINANCIALS

Balance Sheet

Assets:

Current Assets:

Long Term Assets:

Liabilities:

Current Liabilities

Long Term Liabilities

Net Assets:

Invested In Equipment

Unrestricted

Total Liabilities And Net Assets

Revenues

Membership Levies

Downtown On Call

Clean Team

Downtown Concierge

Events

Marketing and Promotion

Amortization

Expenditures

Business Recruitment

Downtown On Call

Clean Team

Downtown Concierge

Events

Marketing and Promotion

Wages and Benefits

General Administrative

Amortization

Excess (deficiency)

of revenue over expenses

2012

2011

64,013

59,962

31,196

18,174

95,209

78,136

10,274

24,606

9,801

15,237

20,075

39,843

21,395

2,937

53,739

35,356

75,134

38,293

95,209

78,136

652,000

610,000

45,000

45,000

36,800

32,963

11,251

13,409

30,075

72,824

2,580

1,939

5436

5,436

783,772

781,571

2,674

2,560

181,442

182,265

46,332

46,723

22,933

29,965

57,936

167,565

80,074

115,468

249,606

215,589

96,497

98,313

9,437

5,856

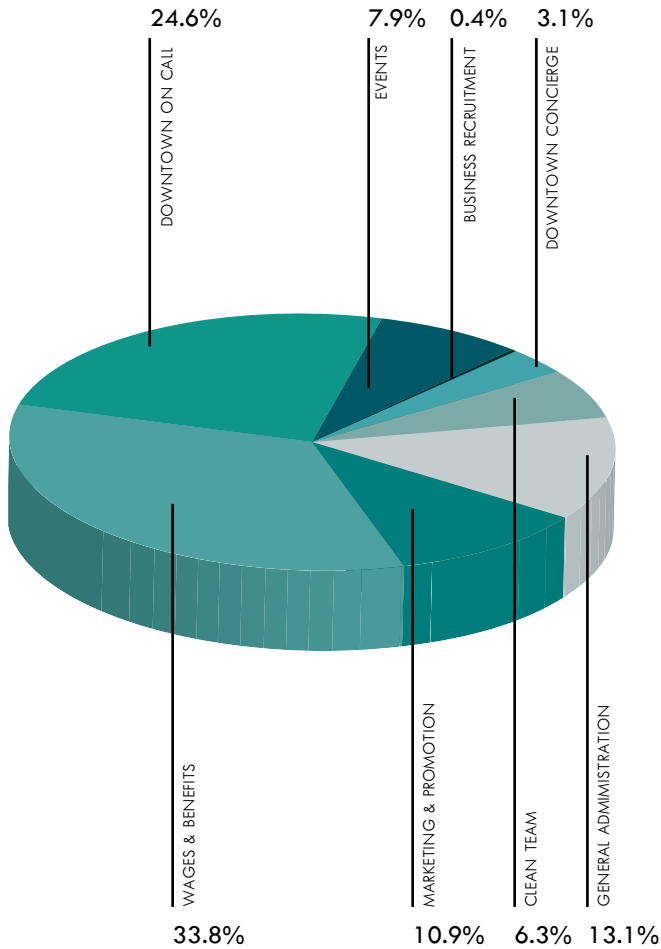
746,931

864,304

36,841

(82,733)

FINANCIALS



2012 BOARD OF DIRECTORS

President	Dallas Gray, NewcapRadio
Vice President	Dustin Sargent, Streaming Café and Davara Enterprises
Treasurer	Rob Collins, Grant Thornton LLP
Secretary	Dan Allen, Doc Willoughby’s Public House
Past President	Andrew Brunton, Pushor Mitchell LLP

Trevor Neill, Mosaic Books
Brice MacDermott, MacDermott’s and MacD’s Lakeside
Perry Freeman, Colliers International
Brent Lobson, Imperial Parking
Heather Farris, Delta Grand Okanagan Resort
Jan Johnson, Tigerlily Fashions and Alley Cat Outlet
Luigi Coccaro, La Bussola Restaurant
David Knapp, Canadian Imperial Bank of Commerce
Renee Wasylyk, Troika Developments
Councillor Luke Stack, Ex-Officio

STAFF

Peggy Athans	Executive Director
Ron Beahun	Manager On-Street Services
Ryan Watters	Communications Manager
Brittany Hansum	Events Manager
Layla Miller	Executive Assistant



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