

DOWNTOWN KELOWNA

ANNUAL REPORT
2014



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MESSAGE FROM THE PRESIDENT



This past year was another milestone for development, improvement and awareness in Downtown Kelowna and we have all had the pleasure of sharing in its success.

I would like to personally thank Peggy Athans the Executive Director of the DKA and her staff, along with our Board and City partners that have kept us moving forward with the outlined Downtown Plan.

People have taken notice in the economic upturn of the City's Centre. Over \$500 million is being invested in Kelowna's Downtown and the landscape is changing for the better. This past year we have seen the approval of the new Westcorp Hotel, construction started on the Interior Health building, the near completion of the Kelowna Yacht Club, upgrades to the Queensway transit station, our prominent Central Green site sold and we'll see the completion of the first building on Central Green July 2015.

I am also excited to see the collaborative efforts of many levels of government and private sectors bring to the City of Kelowna's Downtown "The Innovation Centre" on the corner of Doyle and Ellis. In two years' time this intersection will be one of our gems, with the IH Building, Innovation Center and the existing Madison residential unit all coming together.

The Downtown Kelowna Association took the feedback of our membership seriously and expanded our Downtown On Call and Clean Team programs. The purchase of a new street sweeper and the hiring of a second full time Clean Team member at the beginning of the year has greatly improved our reach and productivity.

Over the past year Downtown has been bustling with various events. The Downtown Kelowna Block party was once again "THE" party of the summer with thousands of people walking up and down Bernard Avenue as we celebrated the

25th anniversary of the event. Yes the focus was Bernard Avenue and the activities, but I believe all of Downtown benefitted from this event. The Kelowna Apple Triathlon brought visitors from all over the world to Downtown Kelowna and the Centre of Gravity was again hugely popular.

The DKA's Small Shop campaign took another positive step in the right direction with the implementation of Small Shop at Night in June, encouraging shops to stay open late. This improved the activity Downtown and gave our membership an idea of what staying open late can do.

It's been a very positive and gratifying year for Downtown Kelowna, I am looking forward to seeing the continued growth and development Downtown Kelowna in 2015.

A handwritten signature in black ink, appearing to read "Dustin Sargent".

Dustin Sargent
Downtown Kelowna Association
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



What a successful year! Downtown Kelowna is really turning heads!

We began the year off right showing off to the development and retail community that Downtown Kelowna is open for business. Attending the ICSC Conference in Whistler was a huge benefit as we highlighted our interactive map, showing a very impressive list of completed and in progress projects. To say we were busy is an understatement. Developers showed great interest in hearing about the millions of dollars being invested in Downtown Kelowna.

This past year was also the first with the completed Bernard Avenue and as the old adage goes, "build it and they will come." With wider sidewalks, seating areas and 24 patios, the street came alive, as volumes of people strolled down the street. The DKA did have some challenges with the new sidewalks and did all that we could do to keep it clean and safe. Following the first summer, we have worked with the City make sure we will be ready for 2015. There already has been more garbage cans installed and there will be an increase to the frequency that the City will use the hot water power washer to clean the sidewalks.

Speaking of which, 2014 was the year of the expanded On Street Services program. Prior to our five year renewal process we surveyed the membership and found cleaning and security is what you valued the most. So in 2014 we expanded both programs to serve you better. Remember these services are available to you to help with your cleaning and security needs. Notify us as soon as possible if there is a mess to be cleaned up or undesirable activity that needs DOC's attention! Using these services helps give the public a positive experience when they visit Downtown Kelowna.

The goal of the Downtown Kelowna Association is to make Downtown Kelowna the best place to do business. The DKA has developed a very good working relationship with City Staff, whether it be creating a patio program that works for the

members, or an interim parking strategy to deal with construction, we want to make sure our membership's voice is heard. Please let us know if there is an issue or suggestion that you have for the City and we can investigate it. The voice of many is stronger than the voice of one.

When I look back on the year, I'm most proud of the membership. A year ago we asked our members to get engaged, get involved and if we all speak with one loud voice we will be heard. Engagement from our members and their creativity has never been higher. I like to say the DKA's job is to bend the river: the businesses's job is to fish!

There is terrific positive momentum Downtown Kelowna and it's a very exciting time. If the members have ideas or needs please feel free to call me or visit the DKA office to discuss, we love to hear from our membership. When we all work together to attract people to Downtown, we drive the economic growth of Downtown Kelowna. I'm truly excited for 2015!

A handwritten signature in black ink, appearing to read 'P. Athans'.

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 and the resurgence of our area to live, work and play.

Property Owners	390
Business Owners	850
<u>Total (as of December 24, 2014)</u>	<u>1240</u>

Main Category	#	% of Business Mix
Professional Service	192	22.60%
Retail	161	18.90%
Service	135	15.90%
Restaurants	87	10.20%
Government / Non-Profit	68	8.00%
Lawyer & Notary	56	6.60%
Medical & Dental	36	4.20%
Beauty, Spa & Barber	35	4.10%
Art	28	3.30%
Entertainment & Attractions	20	2.40%
Museums & Theatre	11	1.30%
Coffee & Tea	10	1.20%
Points of Interest	6	0.70%
Accommodations	5	0.60%

MEMBERSHIP COMMUNICATION

In 2014 the DKA continued to focus on improving the communication with our members through a number of different avenues.

The Downtown Kelowna 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.

The Downtown Kelowna “Eye on Downtown” segment collected 6,998 YouTube views during the year. The segments are promotional videos for the members, highlighting their business.

Over the course of 2014, 12 E-Newsletters were distributed to keep members up to date. An average of 951 members received the E-Newsletter with an

average open rate of 36.6%.

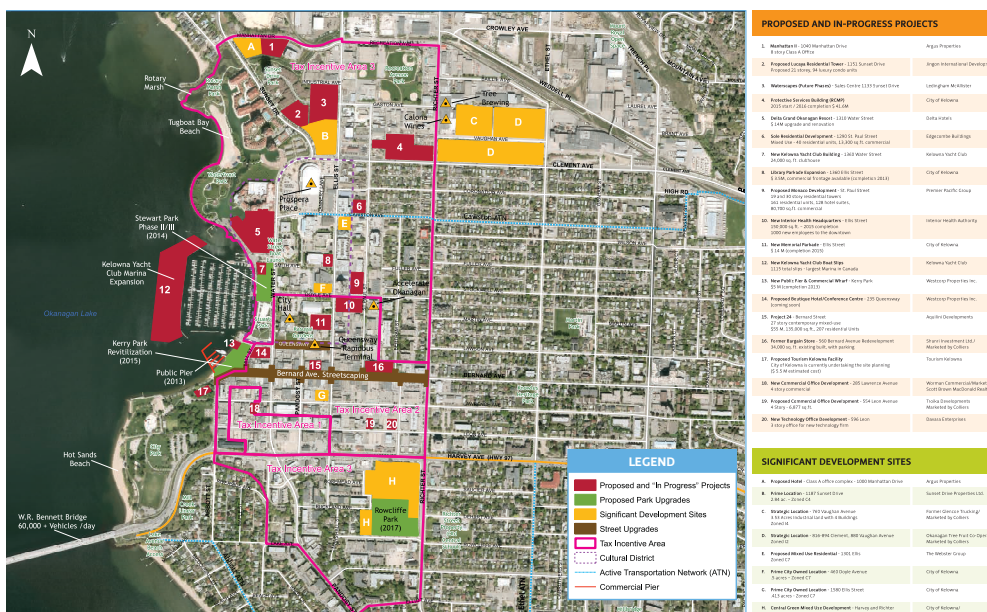
Over the course of the year the DKA hosted two Open Houses. This gave members a chance to come up to the DKA office, talk one on one with the staff, ask questions, learn how to take advantage of DowntownKelowna.com and talk about advocacy. Members attending the Open Houses also received a “Member’s Checklist” 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 often would 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 2014 the DKA had a booth at the International Council of Shopping Centres Conference (ICSC) in which thousands of people from across North America attend. The DKA's Downtown Kelowna Prospectus Map was originally created in 2013, has been produced as an online version for www.downtownkelowna.com. Both the physical and virtual maps were on display at the ICSC to highlight the over \$500 million of development being poured into Downtown as one message spoke loud and clear, "We are Open for Business!"



RECENTLY COMPLETED PROJECTS

- | | |
|--|---------------------|
| I. Public Pier & Commercial Wharf- Kerry Park
\$5 M – (completed 2013) | Westcorp Properties |
| II. Delta Grand Hotel Room Renovations - 1310 Water Street
\$14M - (completed 2013) | Delta Hotels |
| III. FH&P Commercial Office - 285 Lawrence Avenue
4 storey (completed 2013) | Worman Commercial |
| IV. Hyper Hippo Office Development- 596 Leon Avenue
3 storey – (completed 2013) | Davara Enterprises |

V. Sandhill Wine Tasting Room - 1125 Richter Street (completed Summer 2014)	Calona Wines
VI. BC Tree Fruits Retail Store - 880 Vaughan Avenue (completed Summer 2014)	BC Tree Fruits Cooperative
VII. Tree Brewing Beer Institute - 1346 Water Street micro Brewery & Tasting Room (completed Fall 2014)	Tree Brewing
VIII. Kelowna Yacht Club building - 1360 Water Street \$5.5M 24,000 sq.ft. clubhouse (completed Fall 2014)	Kelowna Yacht Club
IX. Kensington Terrace – 615 Fuller Avenue 8 three and a half story row house development (completed Summer 2014)	Matacon Construction
X. The Curious Artistry & Alchemy Cafe - 1423 Ellis Street (completed Fall 2014)	Luigi Cocco
XI. Upper Avenue Professional Building - 554 Leon Avenue 4 Storey - 6,877 sq.ft (completed Fall 2014)	Troika Developments
XII. Krafty Kitchen Restaurant – 281 Lawrence Avenue	Krafty Kitchen

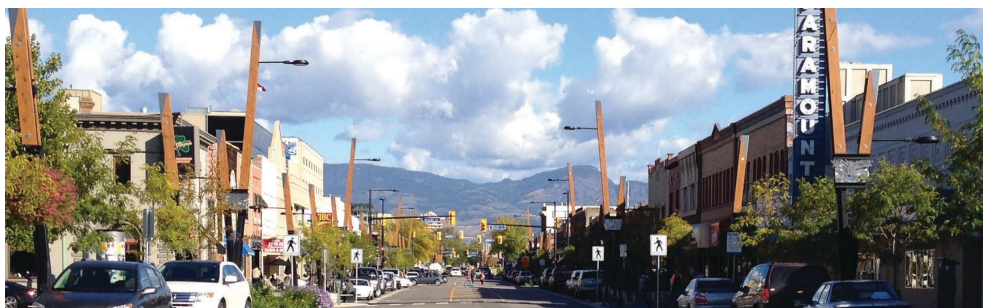
PROPOSED AND IN-PROGRESS PROJECTS

1. Proposed Residential Tower - 1151 Sunset Drive Pre-sales summer 2015	Jingon International
2. Protective Services Building (RCMP) - Clement Avenue \$48 M, planning in progress (2015 start / 2017 completion)	City of Kelowna
3. Starkhund Brewery - Clement Avenue State of the art 58,000 sq. ft. brewery with tasting room, retail store, and patio (development application in process)	Compass Developments
4. Sole Residential Development - 1290 St. Paul Street 40 residential units, 13,300 sq.ft. commercial (completion early 2015)	Edgecombe Buildings
5. Library Parkade Expansion - 1360 Ellis Street \$6.5M, commercial frontage available (construction 2015)	City of Kelowna
6. Interior Health Headquarters - Ellis Street 150,000 sq.ft., 800 new employees to the downtown (underway – completion in 2016)	Interior Health Authority
7. Memorial Parkade - Ellis Street \$19.2 M (completion 2016)	City of Kelowna
8. Boutique Hotel/Conference Centre - 235 Queensway \$65 (Anticipated construction beginning 2015 with opening in 2017)	Westcorp Properties
9. Proposed BC Housing Project - 82 Unit – 1700 Chapman Place	BC Housing / Ki-Low-Na Friendship Society

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- | | | |
|-----|--|--|
| 10. | Central Green Development - Harvey Avenue and Richter Street
Mixed-use commercial / residential development (application expected 2015) | Al Stober Construction |
| 11. | Karis Support Society Central Green Care Facility - 550 Rowcliff Avenue
3 storey 30 Unit development (under construction) | Karis Support Society
/ Davara Holdings |
| 12. | Okanagan Centre for Innovation - 460 Doyle Avenue
\$35-106,000 sq. ft. Technology Centre
(underway - completion Spring 2016) | Kelowna Sustainable Innovation Group /
City of Kelowna / Province of BC |
| 13. | BNA Brew Co. – 1250 Ellis Street
292 seat, restaurant plus patio (opening Spring 2015) | Kyle & Caroline Nixon |
| 14. | Cactus Club – 1360 Water Street | Cactus Club |

PUBLIC INVESTMENTS

- | | | |
|----|--|-------------------------------|
| 1) | Bernard Avenue Streetscaping - \$14 M (completed 2014) | City of Kelowna |
| 2) | Queensway Rapid Bus Terminal Redevelopment - \$4.8 M
(under construction, completion summer 2015) | City of Kelowna / BC / Canada |
| 3) | Stuart Park Phase II - \$1.9 M
Waterfront Park expansion & Promenade redevelopment (completion summer 2015) | City of Kelowna |
| 4) | City Park - \$ 335 K Reconstruction of Tennis Court
(under construction) | City of Kelowna |
| 5) | Ethel Street Active Transportation Corridor (proposed 2015-2020) | City of Kelowna |
| 6) | Existing RCMP Building demolition / site preparation (2017) | City of Kelowna |
| 7) | Art Walk Extension (proposed 2017/2018) | City of Kelowna |
| 8) | Waterfront Park Island Stage Improvements (2018) | City of Kelowna |



ADVOCACY

The DKA worked closely with the City of Kelowna in 2014 on key points of advocacy. The DKA made it very clear what the top five priorities are in 2014 as well as dealing with topics as they arose.

The Top 5 DKA Priorities as determined by the DKA Board of Directors are:

1. The revitalization of Leon and Lawrence Avenues is the #1 priority. The DKA is extremely pleased with the revitalization of Downtown but continue to communicate to the City the need to plan initiatives to stimulate the revitalization of Leon and Lawrence Avenues.
2. Kerry Park Redesign – The ongoing discussion with City staff to ensure the Kerry Park redesign coincides with the new Westcorp hotel construction.
3. The creation of a prominent entrance feature to Downtown Kelowna at Ellis Street, welcoming visitors to the heart of the City
4. Working with the City of Kelowna and Ministry of Transportation to install prominent signage on Highway 97 identifying Downtown Kelowna.
5. Parking – Two new parkades are included in the 2014 budget. The DKA continues to lobby for more parking in the east end near Richter Street as it was identified in the Downtown Plan.

In 2014 the DKA worked with City staff on topics as they arose, such as:

6. Bernard Avenue Revitalization – The \$14 million project was completed and fully opened in May 2014. The DKA continues to lobby for initiatives to improve the cleanliness and safety, for example the City increased the presence of Bylaw officers on foot during the summer months.
7. Bernard Avenue Patio Program – worked with City staff to create a program that encouraged businesses to build patios and keep rent low.
8. City Park Redesign – Attended consultation meetings and worked closely with the City to create and finalize the best plan for Downtown.
9. Ellis Streetscaping Plan – Attended consultation meetings with City staff to create a streetscaping plan to coincide with the construction of the Interior Health building, the Innovation Centre and the two new parkades, with left turning lanes and bike lanes in anticipation of expected traffic increases.
10. Stuart Park Plan – Attended consultation meetings with City staff and encouraged them to install a warming station and Christmas tree at the front of the ice rink.

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	2014		2013
Guest Services	1046	▼	1488
Pan Handle	782	▲	644
Sleeper	634	▲	378
Loitering	2453	▲	1596
Busker	151	▲	77
Alcohol	735	▲	526
Marijuana	212	▲	155
Other Drug/Dealing	138	▲	109
Sex Trade Worker	62	▼	98
Bylaw	156	▲	47
RCMP	419	▲	287
Medical First Aid	17	▲	7
Ambulance Called	21	▲	4
Resource Referall	75	▲	39
Needle Pick Up	963	▲	772

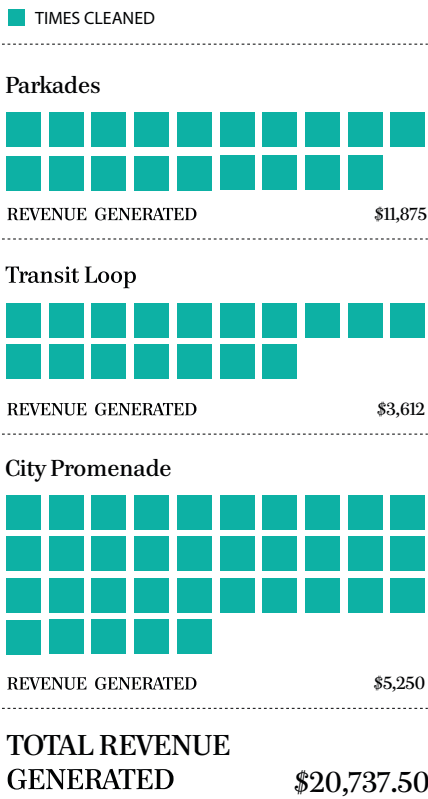
Downtown Clean Team

Dressed in blue uniforms, the Clean Team’s fleet expanded in 2014 as a new utility vehicle equipped with a power washer was added, along with a new street sweeper to clean the sidewalks, parkades, transit loop and city promenade

With the fleet and team in place the DKA executed the Clean Team plan as the two new vehicles along with the DKA Ranger, equipped with graffiti removing supplies and a snow blade were on the street full time.



DOWNTOWN SWEEPER CONTRACT



Downtown Concierge

Thanks to some great Federal funding from May to September the Downtown Concierge act as ambassadors for Downtown Kelowna. In 2014 their focus was to provide information about our members to visitors and residents along with gathering membership engagement. The Downtown Concierges was extremely visible each day setting up at the Sails at the foot of Bernard.



Information Booth Traffic Statistics	2014		2013
June	1348	▲	1038
July	2396	▲	1811
August	3869	▲	2186
Total	7613		5,035

MARKETING

The DKA has created an awesome promotional calendar to help get consumers into the member’s doors; one that encompasses all sectors. Small Shop Saturday and Small Shop at Night promoted the extensive retail sector, the Taste of Downtown and new Foodie Fight contest focused on food and beverage Downtown, and the business community is highlighted with the After 5. The DKA now has a solid foundation. The branding and materials are strong for each promotion and consumer recognition for these events continues to grow.

	2014
After 5	8
Events	2
Retail Promos	5
Restaurant Promos	2
Contests	2
Open Houses	2
Total	21

Website & Social Media

The DKA website continues to be a leading resource for visitors wanting to know what's happening Downtown Kelowna.

In 2014 fresh content continued to drive the website. The site continued to promote DKA events and promotions. The “Eye On Downtown Kelowna” focused on Downtown businesses and featured different areas and sectors of Downtown. For example, videos highlighted the major events Downtown and focused on some of the services including Romance and Health/Fitness. Since March of 2012, 156 videos have been produced gathering 29,292 views. In total the Downtown Kelowna website had 66,432 visitors in 2014 and 119,163 page views.

SOCIAL MEDIA (as of Dec 31, 2014)

Twitter: 8,320 followers
1,752 tweets
(2013 – 6806 followers & 1357 tweets)

Facebook: 2,943 likes
1,812 friends
(2013 – 2125 likes & 1575 friends)

You Tube: 29,205 views
155 videos
(2013 – 16,686 views & 108 videos)

E-NEWSLETTERS

In 2014, 12 were distributed to an average of 951 recipients.

The average open rate was 36.6%.



Television Campaign

The television campaign messaging continued to draw attention to the depth and breadth of Downtown Kelowna's retail experience and demonstrates how it stands apart from a typical shopping experience. Shopping Downtown is definitely not the same old experience you get at the mall. It's vibrant and colourful.

A patio specific ad was created in 2014 to highlight the 50 patios that were open during the summer. It highlighted a point of difference that Downtown has, with an unprecedented 50 patios. The campaign ran from June to mid-September.

The campaigns ran from April – November. During the summer months the patio ad took centre stage, airing at a 70-30 split with the other campaign.



The Essential Downtown Kelowna Guide

One of the most popular publications is the Downtown Kelowna Essential Guide! A complete list of all the businesses is produced twice a year. The first revision was out in June to cover the summer season. The second revision was released in December to cover the winter season and the first part of 2015.

35,000 copies were printed and distributed.

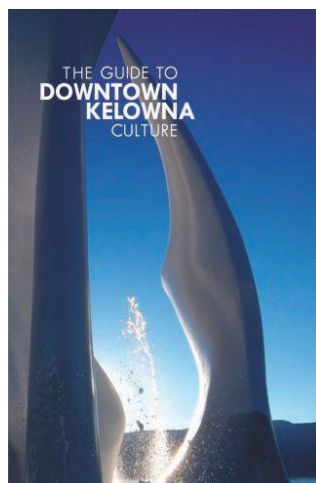
The guides are included at the four kiosks positioned around Downtown. We also delivered and racked the Guide throughout the Regional District placing our guides in hotels and tourist based businesses outside of the Downtown core.

The Guide to Downtown Kelowna Culture

In 2014, we also re-produced a Culture Guide to highlight culture and the arts in Downtown Kelowna.

10 galleries and supply stores were featured, nine museums and theatres along with the eight studios within the Rotary Centre for the Arts were included.

10,000 Cultural Guides were distributed to the businesses within the Guide, at the Downtown Kelowna Concierge booth in Kerry Park and the four kiosks positioned around Downtown.



CAMPAIGNS

To build brand awareness and drive traffic to Downtown Kelowna.

Small Shop

Small businesses play a critical 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 the Mall, or Big Box Stores. In fact \$46 of every \$100 spent is recirculated in our local economy (LOCO BC).

For a pair of Saturdays and one Thursday evening in 2014, Downtown businesses celebrated our Small Shops by featuring something special, held demonstrations, had a sale, provided entertainment, had a guest speaker, or simply highlighted some of their new seasonal merchandise.

The new Small Shop Saturday fashion theme debuted in April and featured two fashion shows focusing on 20 Downtown Kelowna businesses. The shops saw a direct benefit following the shows;

“We were super busy after the show. Would love to see it again,” said Gypsy Soul.

“Love the show. Would participate again,” said Raw Athletics.

“Best Small Shop ever,” said Posh Gallery.

Small Shop Participating Businesses:

	2014		2013
April 5	107	▲	94
June 19	108	=	108
Oct 25	103	▲	98



2014 also saw the birth of “Small Shop at Night,” in which over 100 businesses stayed open late allowing shoppers to stroll the streets in the evening. 70% of all purchases are made after 6pm and our members took advantage as the DKA worked hard sending people to each corner of Downtown. In the Cultural District visitors enjoyed gelato, music, painting and wine. Over in the Pandosy shopping district there was live music and a very cool partnership between Olive & Elle and Okanagan Spirits. Then at the Richter end of Bernard Avenue the DKA handed out specialized chocolates from Annegret’s Chocolates.

The DKA spread the word by advertising on the radio, Castanet and in the newspaper. We also worked hard to secure membership engagement. We compiled all of the information and posted it on the website, in the newspaper, distributed 2,000 Small Shop guides (each event) and 100 balloon trees (each event) which identified participating businesses plus produced handbills and posters.

Small Shop Webpage in the week leading up the event:

Event	Visits	Min Avg
April Small Shop (March 29 – April 5)	901	3:22
June Small Shop (June 12 – 19)	2,568	2:58
October Small Shop (October 18 – 25)	1,582	3:01

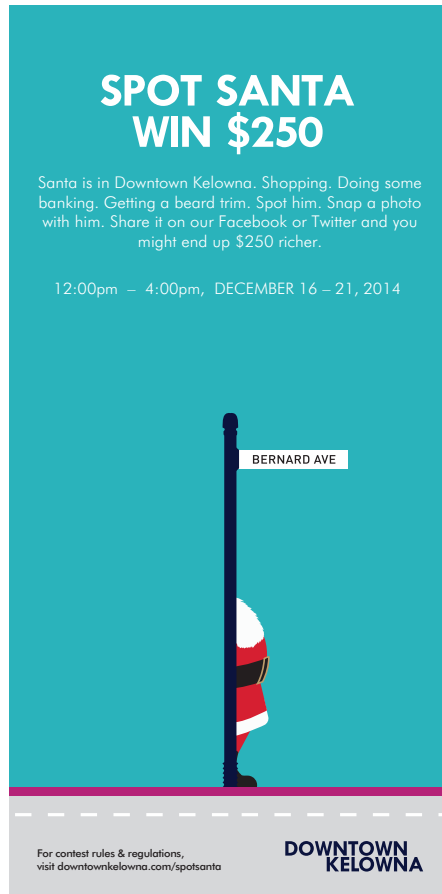


Holiday Campaign

Spot Santa

In 2014, a Santa was hired to cruise around Downtown Kelowna December 16th – 21st from noon to 4:00pm 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! 259 pictures were uploaded to our Facebook page and our “likes” increased from 2768 to 2932 in five days. An average of 32 new “likes” per day.

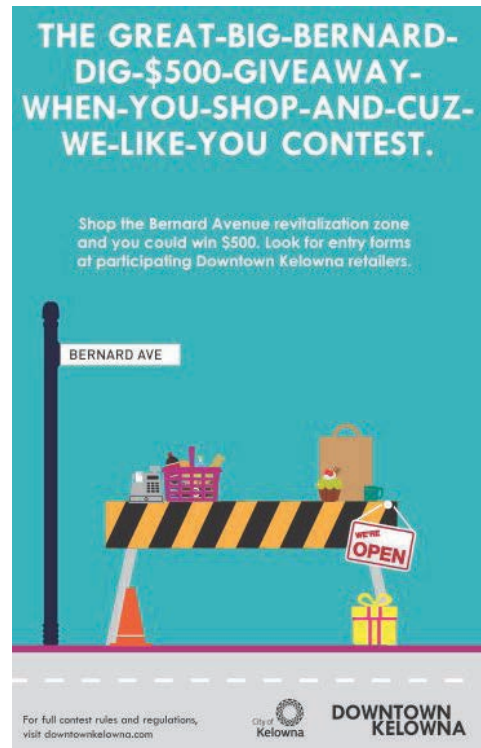
The City of Kelowna approved Free Saturday Parking in December for the 20th year.



Bernard Avenue Revitalization Campaign

The City of Kelowna continued with their “It’s Happening” campaign for the third and final phase (February 2014 to May 2014). Large media buys on radio and print were made. Castanet also dedicated a page to the Bernard Avenue project.

In partnership with the City, the DKA executed a contest within the third 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. Three draws of \$500 (Downtown gift certificates) were given out in eight weeks. The DKA produced posters and handbills and administered the contest which saw 663 people enter.



Taste Of Downtown

The Taste of Downtown was another huge success in September. The focus of the Taste of Downtown in 2014 remained the same in promoting the many great restaurants, eateries and cultural cuisine Downtown Kelowna boasts along with “forcing” visitors to explore all of Downtown. Taste of Downtown ‘Tourists’ again received a passport for a complimentary sample along with a map of the participating restaurants to collect signatures from those restaurants and to enter to win Downtown Kelowna prizing.

Votes from the Taste of Downtown tourists determined the “Foodie Choice” winner. For the second straight year Doc Willoughby’s was voted as the winner.

	2014		2013
Participating Restaurants	26	▼	29
Submitted Passports	655	▲	465

A HUGE thank you to the participating restaurants! It is a lot of work to prep food for so many visitors in a short time frame but because of your efforts the Taste of Downtown Kelowna remains extremely successful and truly promotes all of Downtown.

Here’s what people said about the Taste of Downtown in 2014:

- “Freaking delicious”.
- “This was an absolutely awesome day. Great initiative and amazing participants. Thank you! All your efforts a thousand times paid off”.
- “A fantastic event. A great way to discover new eateries in my neighbourhood”.



Downtown Kelowna Block Party Events

Saturday August 9, 2014

The 2014 25th Annual 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 an inflatable park at Richter Street and dog agility and the main stage in Kerry Park.



Block Party Vendor Participation

	2014		2013		2012
Members	88	▲	77	▲	61
Non-members	51	▼	60	▼	77
Total	139	▲	137	▼	138

Block Party Web Page

Aug 1 – Aug 10 6,381 page visit 2:43 mins avg

Downtown After 5

The Downtown Kelowna After 5 events have been the DKA's signature event for over fifteen years. They support business membership with over 250 people on average attending. In 2014, eight After 5 events were hosted by Downtown Kelowna business members. 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	2014
# of events	8
Average attendance	274



Downtown Kelowna Light Up

The 26th 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 2014 there were activities in various locations Downtown encouraging the public to explore our amazing shopping and dining opportunities while enjoying the festivities. Programming ran throughout the day (11am - 7pm) in a collaborative effort between the DKA, Downtown businesses and charities and the City of Kelowna.



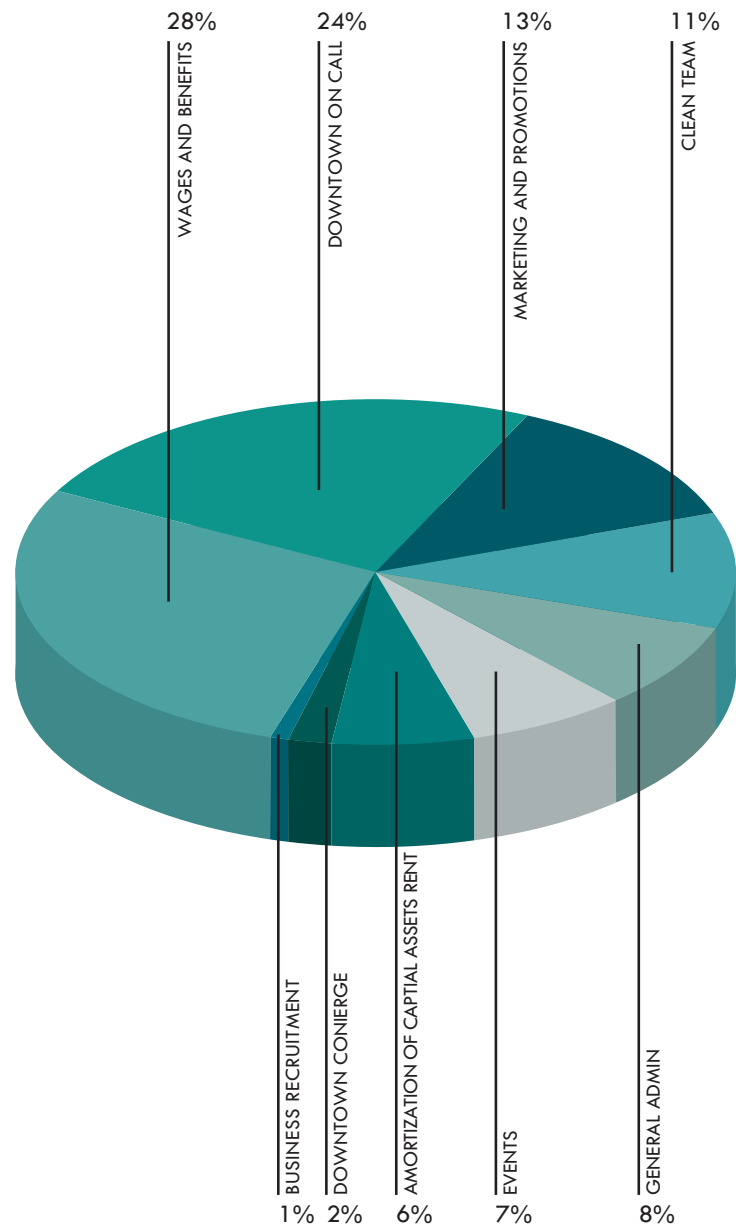
FINANCIALS

Balance Sheet	2014	2013
Assets		
Current Assets:		
Cash and Cash Equivalents	52,008	96,900
Restricted Cash and Cash Equivalents	20,160	
Accounts Receivable	5,385	2,770
Prepaid Expenses and Deposits	15,955	7,444
	<u>93,508</u>	<u>107,114</u>
Capital Assets	119,907	25,808
<u>Total Assets</u>	<u>213,415</u>	<u>132,922</u>
Liabilities and Net Assets		
Current Liabilities:		
Accounts Payable and Accrued Liabilities	34,500	27,582
Current Portion of Long Term Debt	16,446	
	<u>50,946</u>	<u>27,582</u>
Long-term debt	52,805	
Deferred Capital Contributions		4,365
Net Assets:		
Invested In Capital Assets	50,656	21,443
Internally Restricted	20,160	
Internally Restricted	38,848	79,532
	<u>109,664</u>	<u>100,975</u>
<u>Total Liabilities And Net Assets</u>	<u>213,415</u>	<u>132,922</u>

FINANCIALS

	2014	2013
Revenues		
Membership Levy	780,850	679,000
Downtown On Call	45,000	45,000
Downtown Clean Team	39,738	36,000
Downtown Concierge	8,839	11,157
Events	36,870	34,392
Marketing and Promotion	2,471	2,391
Amortization of deferred contributions	4,365	5,436
	<u>918,133</u>	<u>813,376</u>
Expenditures		
Amortization	32,365	13,814
Business Recruitment	6,560	4,998
Clean Team	98,431	57,551
Communications	4,459	4,713
Downtown Concierge	18,133	16,921
Downtown On Call	219,320	186,291
Events	65,210	68,744
Insurance	7,321	7,603
Interest on Long Term Debt	1,148	
Marketing and Promotions	114,918	97,324
Office and administration	41,895	42,213
Professional development	5,113	3,085
Professional fees	12,429	11,312
Rent	25,412	24,027
Wages and Benefits	256,730	248,953
	<u>909,444</u>	<u>773,721</u>
Excess (deficiency) of revenue over expenses	8,689	25,841

FINANCIALS



2014 BOARD OF DIRECTORS

President Dustin Sargent, Streaming Cafe + Davara Enterprises

Vice President Andrew Brunton, Pushor Mitchell LLP

Treasurer Rob Collins, Grant Thornton LLP

Secretary Dan Allen, Doc Willoughby's Public House

Past President Dallas Gray, Newcap Radio

Yarden Gershony, Rush Ihas Hardwick LLP

Brent Lobson, Imperial Parking

Angie Briker, Georgie Girl Vintage

Jan Johnson, Tigerlily Fashions

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