

DOWNTOWN KELOWNA

ANNUAL REPORT
2015



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CONTENTS

Message from the President	5
Message from the Executive Director	6
Membership	8
Membership Communications	9
Business Recruitment	11
Advocacy	14
On-Street Services	16
Marketing and Event Strategy	19
Guides	22
Campaigns and Events	23
Financials	31
2015 Board of Directors	34
2015 Staff	35



MESSAGE FROM THE PRESIDENT



We saw tremendous momentum in 2014, which carried over into 2015 as we continued to see exciting growth in Downtown Kelowna.

I'm especially excited to see the booming infrastructure of the tech business Downtown. The Innovation Centre really started to take shape this past year and other companies like Yeti Farms, Hyper Hippo and Bardel Entertainment who are employing 48 people on lower Lawrence Avenue where we would like to see more business. These tech companies are employing younger people and keeping them Downtown adding to our local economy.

This past year also saw the beginning of the new police services building. This building will be a state of the art facility and a model blueprint for other communities for years to come.

Keeping the police Downtown is a huge win for us and this building will no doubt give our police services a better working environment to do their job. We are also pleased to hear the reintroduction of the bike patrol Downtown seven days a week in 2016 to help support the busy summers that our On Street Services face.

The Civic Block Plan was an important step by the City of Kelowna for all of us in Downtown Kelowna. It will enhance community life, drive economic development and continues to revitalize Downtown. The Plan comes at the perfect time with the construction of the Innovation Centre and the new locations for police services and the Community Health and Services Centre. There are some aging buildings in that area like the Kelowna Community and the Memorial Arena. This Plan will give new life to those buildings and we couldn't be more pleased that this is all happening Downtown.

With so much development happening in Downtown Kelowna we completely understand that it puts a strain on parking. However in 2015 a pair of new parkades began construction and are anticipated to be completed in 2016. The Library parkade expansion is creating 197 more stalls, giving it a total of 668 stalls and the new

Memorial parkade will see 566 new stalls. These two parkades will ease some of the stress, but obviously no matter what city you are in, parking is always a challenge in a Downtown core.

I'm really looking forward to an increase in population living Downtown. When we look at Central Green, Sole 2, an apartment development on Stockwell Avenue along with the Cambridge House on Ethel Street and the proposed high density residential application for Leon Avenue a concerted effort is being placed on building the density of Downtown. With more people working in the Interior Health building and the Innovation Centre, the demand for residential will be greater and I'm happy to see there will be options for these people.

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 Downtown Plan. We have a very strong relationship with the City that has helped us immensely and I see it growing even stronger in 2016.

We all know what is happening in Downtown Kelowna and the positive growth we are seeing and now the Province is taking note as well. This past summer the BC Business magazine highlighted Downtown Kelowna with an eight-page spread, shining the spotlight directly on our positive change.

Heading into 2016 the DKA will continue to bring people to Downtown Kelowna with successful events and promotions. The development will continue as well with the first stages of the new boutique hotel and convention centre and a revitalization of Kerry Park. It truly is an exciting time to be in Downtown Kelowna and I'm looking forward to seeing the continued growth.

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

Dustin Sargent
Downtown Kelowna Association
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



In 2011/2012, we rebranded Downtown Kelowna, launching a new visual identity along with a series of new promotions and events. Looking back after five years, there is a real sense of accomplishment at the DKA, as we see the consumers embracing Downtown Kelowna, engaging in social media, attending events in record numbers, and supporting our retail and restaurant promotions. Brand recognition is now at the point where terms like “Small Shop” and “Taste of Downtown” are broadly known.

But without our members, our plan was just something on paper. It's through their efforts and continuous on-going focus, hard work and commitment that our promotions and events in Downtown became such a great success. Member engagement has never been higher. If you look back at our first Small Shop in December 2011, 34 businesses worked together to create a promotion that supported small and locally owned businesses. It was a good start. But in 2015 the DKA executed three Small Shop events with each having over 100 businesses participating. Most importantly, the events are now proven as financially successful days for Downtown businesses.

In 2014, we expanded our Clean Team and Downtown On Call Programs. In hindsight, the decision was a sound one as 2015 was a challenging year for the On-Street Services teams with more calls than ever before. Ron Beahun and his team worked diligently to make our public spaces, streets and buildings look their best, and our community as safe as possible.

A very special thanks to the DKA chair, Dustin Sargent, who has served on the Board since 2011. During his tenure he has chaired the Downtown Plan committee, the marketing committee and served as Vice President and President for two years. As your leader and spokesperson for the organization, his dedication to Downtown has been outstanding. Thank you to the Board of Directors for their input, work

and involvement in the organization and to their vision for revitalization of Downtown. My personal thank you to my staff for all their conscientious work and dedication to the DKA, the membership and to the building the Downtown brand.

This past year we saw a lot of the “proposed” and “in- progress” developments come to fruition and bring a real sense of excitement about the new ways we will live, play and work in Downtown. With the near completion of IHA headquarters, the Innovation Centre and the development of the Central Green's site, new employees and residents will be arriving in the coming months and creating a new and dynamic energy.

This is an exciting time for Downtown Kelowna. Our Downtown continues to grow and be an exciting space in Kelowna and the province of BC. It was the vision of our Downtown we had in 2011 when we undertook to reposition the DKA brand for an exciting new future. It appears that time has arrived. We welcome your comments and feedback, please take some time to review the DKA annual report.

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	389
Business Owners	853
<u>Total (as of December 24, 2014)</u>	<u>1242</u>

Main Category	#	% of Business Mix
Professional Service	194	22.70%
Retail	169	19.80%
Service	139	16.30%
Restaurants	91	10.70%
Government / Non-Profit	69	8.10%
Lawyer & Notary	57	6.70%
Medical & Dental	37	4.30%
Beauty, Spa & Barber Services	35	4.10%
Art	25	2.90%
Entertainment & Attractions	21	2.50%
Museums & Theatre	12	1.40%
Coffee & Tea Houses	9	1.10%
Point of Interest	6	0.70%
Accommodation	5	0.60%

MEMBERSHIP COMMUNICATION

In 2015 the DKA continued to build on the success of 2014 regarding communication with our membership.

Over the course of the year 12 E-Newsletters were distributed, keeping members up to date. An average of 988 members received this the E-Newsletter with an average open rate of 39%.

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 Downtown Kelowna “Eye On Downtown” segment collected 11,434 YouTube views during the year. The segments are promotional videos and/or a calendar of events for the members, highlighting their business

and what is happening Downtown.

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 about programs and services and how to take advantage of DowntownKelowna.com and talk about advocacy.

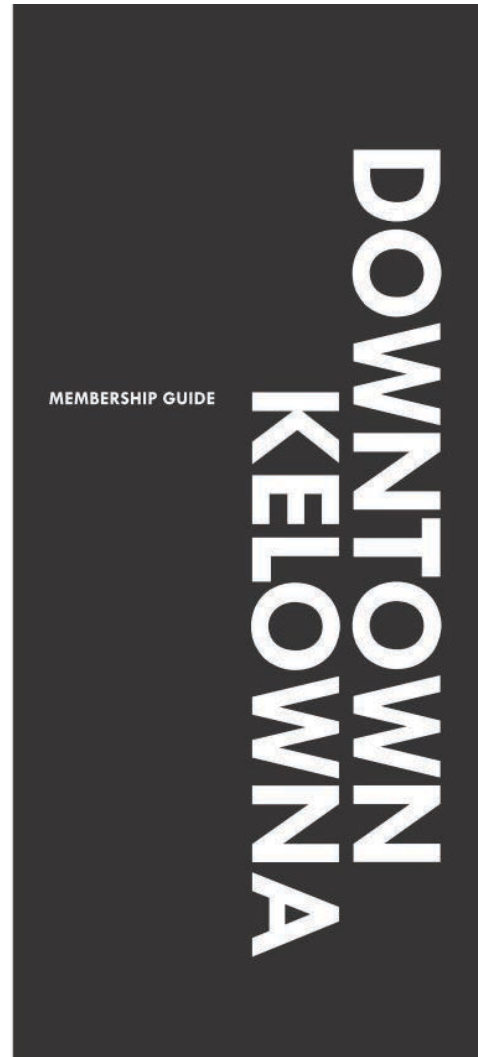
The most effective way to communicate with our members is face to face. DKA staff often would visit businesses to provide information on events and promotions, voice radio ads and even appear in promotional videos.



The Membership Guide

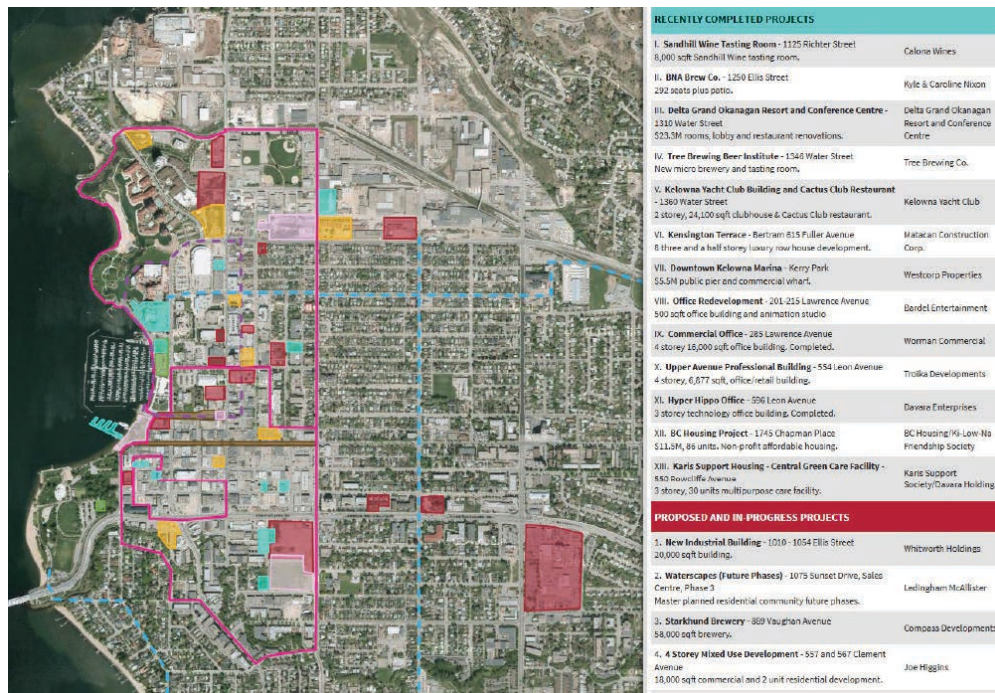
In 2015 the DKA produced a new guide for members only. The Membership Guide gives new businesses a complete overview of the benefits of being part of the Downtown Kelowna Business Improvement Area. The Guide reviews the Downtown On Call, Clean Team and Concierge services. It also outlines all of the DKA promotions, events, programs and communication with the goal of building awareness of the DKA's services.

Guides are handed out during membership visits by DKA staff.



BUSINESS RECRUITMENT

Each year business recruitment is one of, if not the top priority for the DKA and the City of Kelowna. This past year the DKA again had a booth at the International Council of Shopping Centre's Conference (ICSC) in which thousands of people from across North America attend. The DKA's Downtown Kelowna Prospectus Maps, physical and virtual, were on display to highlight the over \$600 million development happening in Downtown Kelowna. There continues to be a buzz with developers interested in investing in Downtown Kelowna.



RECENTLY COMPLETED PROJECTS

- | | |
|---|---|
| I. Delta Grand Hotel Room Renovations - 1310 Water Street
\$14M (completed 2013) | Delta Hotels |
| II. BNA Brew Pub - 1250 Ellis Street
292 seats, plus patio (completed 2015) | Kyle & Caroline Nixon |
| III. Karis Support Society Central Green Care Facility
3 storey 30 Unit development (completed 2015) | Karis Support Society/
Davara Holdings |

IV. Office Redevelopment – 201-215 Lawrence Avenue 6,500 sq. ft. animation studio (completed 2015)	Bardel Entertainment
V. Kelowna Yacht Club building - 1360 Water Street \$5.5M 24,000 sq.ft. clubhouse (completed Fall 2014)	Kelowna Yacht Club
VI. Upper Avenue Professional Building - 554 Leon Avenue 4 Storey - 6,877 sq. ft (completed Fall 2014)	Troika Developments
VII. BC Housing Project – 1745 Chapman Place \$11.5M, 86 units, non-profit affordable housing (completed 2015)	BC Housing / Ki-Low-Na Friendship Society

PROPOSED AND IN-PROGRESS PROJECTS

1. Industrial Building – 1010-1054 Ellis Street 20,000 sq. ft. building. Development permit in progress	Whitworth Holdings
2. Waterscapes (Future Phases) – 1075 Sunset Drive Master planned residential community future phases	Ledingham McAllister
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 Downtown Residential Development - 1350 St. Paul Street 40 residential units, 6 storey	Edgecombe Buildings
5. Library Parkade Expansion - 1360 Ellis Street \$ 6.5M, commercial frontage available (building in progress)	City of Kelowna
6. Interior Health Headquarters - Ellis Street 150,000 sq. ft., 800 new employees to the downtown (completion in 2016)	IH Authority
7. Memorial Parkade - Ellis Street \$ 19.2M (completion 2016)	City of Kelowna
8. Boutique Hotel/Conference Centre - 235 Queensway Avenue \$65M (Anticipated construction beginning 2016, opening in 2018)	Westcorp Properties
9. Central Green Development - Harvey and Richter Mixed-use commercial / residential development (permit approved)	Al Stober Construction
10. Okanagan Centre for Innovation - 460 Doyle Avenue \$35M, 106,000 sq. ft. Technology Centre (completion fall 2016)	Kelowna Sustainable Innovation Group/ City of Kelowna / Province of BC
11. 4 Storey Mixed Use Development – 557 & 567 Clement Avenue 18,000 sq. ft. commercial & 2 unit residential development	Joe Higgins
12. Apartment Development – 710 Stockwell Avenue 32 units, 4 storey	Valley West Homes

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- | | |
|---|-------------------------|
| 13. Hotel Redevelopment – 1627 Abbott Street
Hotel Zed (Completion spring/summer 2016) | Accent Inns |
| 14. High Density Residential Application – 815 Leon Avenue
6 storey, 93 rental units | Meiklejohn Architects |
| 15. Student Housing – 168 Ellis Street
Cambridge House, 6 storey, 70 unit, student housing complex | Boardwalk Housing Corp. |

PUBLIC INVESTMENTS

- | | |
|--|--------------------|
| 1) New Protective Services Building (RCMP)
\$48M, planning in progress (2015 start / 2017 completion) | City of Kelowna |
| 2) Queensway Rapid Bus Terminal Redevelopment
\$4.8M (completed 2015) | City / BC / Canada |
| 3) Stuart Park Phase II
\$1.9M Waterfront Park expansion & Promenade redevelopment (completed 2015) | City of Kelowna |
| 4) City Park
\$335K Reconstruction of tennis courts & basketball courts (under construction) | City of Kelowna |



ADVOCACY

The DKA worked closely with the City of Kelowna in 2015 on key points of advocacy. The DKA made it very clear what the top five priorities are in 2015 as well as dealing with topics as they arose.

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

1. The revitalization of Leon and Lawrence Avenues was and is the #1 priority. The DKA continues to communicate to the City the need to plan initiatives to stimulate the revitalization of Leon and Lawrence Avenues. By the end of 2015 the City agreed to partner with the DKA to complete a transportation revitalization study, looking at traffic flow enhancement, cycling routes, streetscaping and beautification opportunities, and options to bring vibrancy to this isolate corner of Downtown Kelowna. This project was confirmed as part of the City's 2016 Budget, and the next steps are to work with the City to develop terms of reference for the project.
2. Kerry Park Redesign –A concept plan for improvements to Kerry Park was completed in 2013. The DKA has been in ongoing discussions with City staff to ensure the Kerry Park redesign coincides with the new Westcorp hotel construction. Funding was approved in December 2015 to complete the detail design drawing in 2016. The first phase of construction is planned for 2017.
3. Parking – Construction of two new parkades began in 2015 with the completion of both in 2016. The DKA continues to lobby for more parking in the east end near Richter as it was identified in the Downtown Plan.
4. The DKA continues to communicate the priority to create a prominent entrance feature to Downtown Kelowna at Ellis Street, welcoming visitors to the heart of the City.
5. The DKA continues to communicate and work with the City of Kelowna and Ministry of Transportation to install prominent signage on Highway 97 identifying Downtown Kelowna.

In 2015 the DKA worked with City staff on topics as they arose, such as:

6. Homeless and transient population – Our Downtown On Call team was particularly busy in the summer of 2015. The biggest challenges they faced were the combination of an influx of homeless and transient individuals into Downtown along with the RCMP experiencing staffing issues. This resulted in the elimination of the RCMP bike patrol and the reduction of Downtown Enforcement Unit members. The DKA communicated these challenges and that enforcement needed to improve by May 2016. The DKA also communicated the importance that the City play a significant role in finding longer term solutions. As a result positive steps were confirmed as part of the City's 2016 budget, with the approval of a new Social Issues Coordinator, the addition of six new RCMP members and two additional Bylaw Enforcement Officers that will focus on the Downtown core between May to September. The increase in enforcement levels in the Downtown, will ensure a sense of safety to the public along with supporting the continued economic growth in the newly revitalized Bernard Avenue and waterfront districts during their busiest periods.
7. Graffiti – The DKA worked with City Staff to streamline the notification process resulting in quicker removal of graffiti on membership's property.
8. Civic Block Plan – Attended consultation meetings and met with the City Staff to provide input and feedback to ensure that the final plan was the best plan for the future of Downtown.
9. Active Transportation Plan – Attended consultation meetings and met with the City Staff to provide input and feedback to ensure that the final plan was the best plan for the future of Downtown.

ON STREET SERVICES

Downtown On Call

The Downtown Kelowna membership all believe the Downtown On Call team is one of the most important pieces for the Downtown Kelowna Association. The 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 in red doing it.



Activity	2015		2014
Guest Services	1135	▲	1046
Pan Handle	522	▼	782
Sleeper	1011	▲	634
Loitering	2245	▼	2453
Busker	30	▼	151
Alcohol	968	▲	735
Marijuana	168	▼	212
Other Drug/Dealing	131	▼	138
Sex Trade Worker	128	▲	62
Bylaw	172	▲	156
RCMP	403	▼	419
Medical First Aid	12	▼	17
Ambulance Called	28	▲	21
Resource Referral	35	▼	75
Needle Pick Up	1715	▲	963

Downtown Clean Team

Along with the Downtown On Call Team, the Downtown Clean Team is equally as important in the eyes of the businesses. The Clean Team, dressed in blue, currently use three vehicles to keep the roads and sidewalks clean. The street sweeper is used to clean the sidewalks, parkades, transit loop and City promenade.

The green Gator is equipped with a power washer to help with the heavy duty jobs while the red Ranger is equipped with graffiti removing supplies and a snow blade.

All three vehicles were on the street full time.

Graffiti Removed or Covered

6,644 sq ft

tags: 106



DOWNTOWN SWEEPER CONTRACT

■ TIMES CLEANED

Parkades



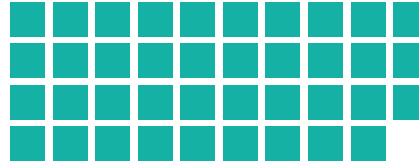
REVENUE GENERATED \$11,875

Transit Loop



REVENUE GENERATED \$4,038

City Promenade



REVENUE GENERATED \$5,850

Other Work



REVENUE GENERATED \$1,450

**TOTAL REVENUE
GENERATED**

\$23,213

Downtown Concierge

The Downtown Concierge is a summer student program which runs from May to August thanks to some great Federal funding. They were extremely visible each day setting up their booth by the Sails at the foot of Bernard to provide information of our members to visitors and residents along with gathering membership engagement.



Information Booth Traffic Statistics	2015		2014
June	1026	▼	1348
July	2804	▲	2396
August	2400	▼	3869
Total	6230		7613

MARKETING

The 2015 DKA promotional calendar made Downtown Kelowna the place to be creating a fun and exciting atmosphere. The promotions/events encompasses all sectors and helped drive consumers Downtown and ultimately into the doors of the members. Three Small Shop events promote the extensive retail sector, the Taste of Downtown and the Foodie Fight contest focuses on food and beverage Downtown, and the business community is highlighted with the After 5. The DKA has a solid foundation with the branding and materials are strong for each promotion and consumer recognition for these events continues to grow.

	2015
After 5	8
Events	2
Retail Promo	4
Restaurant Promo	2
Contests	3
Open Houses	2
Charity Events	2
Total	23

Website & Social Media

When visitors to Kelowna are wondering what to do, the DKA website has proven to a leading resource to know what's happening Downtown Kelowna.

An updated event calendar along with the Eye On Downtown video content drove fresh content and traffic to the website. When promoting the numerous Downtown Kelowna events the DKA website continued to be the leading source to promote. In 2015, the 39 DKA videos were watched for 340 hours while the Downtown Kelowna website had 82,753 visitors in 2015 and 140,762 page views.

Social Media	2015	2014
Twitter	9,350 Followers 1,914 Tweets	7,927 Followers 1,600 Tweets
Facebook	3,890 Likes 1,871 Friends	2,548 Likes 1,753 Friends
Instagram	2,121 Followers 61 Photos	570 Followers 85 Photos
Youtube	11,491 Views 39 Videos	4,391 Views 17 Videos



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 again in 2015 from June to mid-September.



Once again in 2015, we ran a ten month program – March to December with heavier play in the shoulder seasons. Being scheduled on the Global TV stations each month with four 30 second Downtown ads proved to be a successful strategy for securing numerous bonus spots. Global TV estimated that we received close to \$25,000 worth of bonus spots in 2015.



The Essential Downtown Kelowna Guide

One of the most popular publications Downtown Kelowna is the Essentials Guide! A complete list of all the businesses is produced twice a year. The first revision was out in January to cover the first part of the year. The second revision was released in July to cover the busy summer season and into the fall.

25,000 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.



CAMPAIGNS

To build brand awareness and drive traffic to Downtown Kelowna.

Small Shop

Downtown Kelowna's neighbourhood is filled with small businesses that play a major role in providing jobs and spearing heading the local economy. In fact \$46 of every \$100 spent is recirculated back into our local economy (LOCO BC). This is a huge point of difference between Downtown and the Mall, or Big Box Stores.

On two special Saturday's and one Thursday evening in 2015, Downtown businesses celebrated being a Small Shop and passed the savings onto the consumers. On average 109 Small Shops featured something special, held demonstrations, had a sale, provided entertainment, had a guest speaker, or simply highlighted some of their new seasonal merchandise.

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

"Best day in the past month. So busy had to get three extra people and were all running off their feet, do it again," said Downtown Shoe Store.

"Super successful," said MacDermott's on Bernard.

"We had our best Small Shop ever," said Water Garden Boutique.

Small Shop Participating Businesses:

	2015		2014
April 25	101	▼	107
June 18	121	▲	108
Oct 24	105	▲	103

SEE YA SANDALS. HELLO CUTE BOOTS. SMALL SHOP FALL

Win \$250!
downtownkelowna.com

DOWNTOWN KELOWNA
24 OCTOBER 2015

“Small Shop at Night” grew in 2015 to become the DKA’s most participated Small Shop ever. 121 businesses took part and 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 music, wine tasting and free gelato. Over Lawrence Ave, the House of the Caribbean hosted a backyard BBQ with free jerk chicken and Caribbean music. Then at the Richter end of Bernard Avenue the DKA handed out specialized chocolates from Annegret’s Chocolates.

The DKA spread the Small Shop word by advertising on the radio, Castanet, in the newspaper and produced 2,000 Small Shop guides (each event). After working hard to secure membership engagement, we compiled all of the information and posted it on the website, which saw an average of 1,781.7 views in the week leading up to each event. Each participating business also received a complimentary balloon tree which identified them as a Small Shop businesses and acted as an indicator for shoppers.

New in 2015 the DKA executed a Small Shop contest. Each of the participating businesses received ballots and a ballot box. When a purchase was made, customers entered to win \$250 to spend Downtown Kelowna.

Small Shop Webpage in the week leading up to the event:

Event	Visits	Min Avg
April Small Shop (April 18 - April 25)	699	3:23
June Small Shop (June 10 - 18)	2,455	2:46
October Small Shop (October 16 - 25)	2,191	3:29

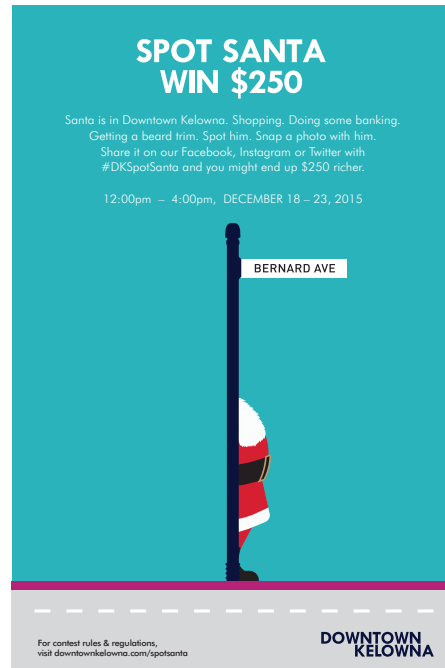


Holiday Campaign

Spot Santa

In 2015, a Santa was hired to cruise around Downtown Kelowna December 18th– 23rd 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 and Twitter pages. It brought a festive spirit to Downtown and the businesses had fun and enjoyed the activity in their establishments. There were 155 pictures uploaded to our Facebook and Twitter pages 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 21st year.

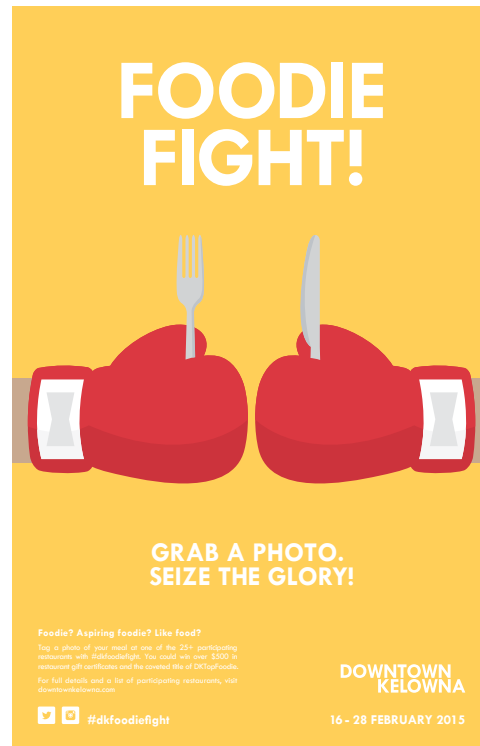


FOODIE FIGHT

For the second consecutive year #DKFoodieFight took over social media in February with tremendous growth from the previous year. When the DKA launched the promotion, 85 foodie photos were uploaded to Twitter and Instagram. In 2015 the photos increased to 221, with 118 appearing on Twitter and 103 on Instagram.

In all 35 restaurants participated, by donating a \$25 gift certificate that was awarded to the winner. Selene was named the Grand Prize winner, receiving \$500 worth of gift certificates. The remaining gift certificates were distributed to random winners.

In 13 days of the Foodie Fight contest the webpage saw 2,209 visits with an average stay of 1:58 minutes.

A promotional poster for the 'Foodie Fight' event. The background is a solid yellow color. At the top, the words 'FOODIE FIGHT!' are written in large, bold, white, sans-serif capital letters. Below the text, there is a stylized illustration of two red boxing gloves. The glove on the left has a silver fork sticking out of its top, and the glove on the right has a silver knife sticking out of its top. Below the gloves, the text 'GRAB A PHOTO. SEIZE THE GLORY!' is written in bold, white, sans-serif capital letters. At the bottom left, there is a small section of text: 'Foodie? Aspiring foodie? Like food? Tag a photo of your meal at one of the 25+ participating restaurants with #dkfoodiefight. You could win over \$500 in restaurant gift certificates and be crowned the #1 DK Foodie! For full details and a list of participating restaurants, visit downtownkelowna.com'. Below this text are icons for Twitter and Instagram, followed by the hashtag '#dkfoodiefight'. At the bottom right, the text 'DOWNTOWN KELOWNA' is written in a smaller, white, sans-serif font, with 'DOWNTOWN' on the top line and 'KELOWNA' on the bottom line. Below that, the dates '16 - 28 FEBRUARY 2015' are written in a small, white, sans-serif font.

FOODIE FIGHT!

GRAB A PHOTO. SEIZE THE GLORY!

Foodie? Aspiring foodie? Like food?
Tag a photo of your meal at one of the 25+ participating restaurants with #dkfoodiefight. You could win over \$500 in restaurant gift certificates and be crowned the #1 DK Foodie! For full details and a list of participating restaurants, visit downtownkelowna.com

DOWNTOWN KELOWNA

16 - 28 FEBRUARY 2015

#dkfoodiefight

Taste Of Downtown

It's the most successful promotion Downtown Kelowna executes. A total of 1500 Taste of Downtown Kelowna passports are distributed as "tourists" are to travel to each corner of Downtown receiving a complimentary sample of food or drink. This past year the DKA saw the highest amount of restaurant participation to date. In total 35 restaurants took part each seeing an average of 637 people visit them. The focus of the Taste of Downtown promotes the many great restaurants, eateries and cultural cuisine Downtown Kelowna boasts along with "forcing" visitors to explore all of Downtown.

A week prior to the event 750 passports were distributed among the 35 restaurants and took just three days to run out. The morning of the event there were line-ups at two different passport locations beginning at 10:30am as another 750 passports were distributed within an hour.

Votes from the Taste of Downtown tourists determined the "Foodie Choice" winner. This year FSH was voted as the winner thanks to their delicious ribs!

	2015		2014
Participating Restaurants	35	▲	26
Submitted Passports	806	▲	655

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 the restaurants said about the Taste of Downtown in 2015:

"Great source of awareness for our business." – The House of Caribbean Food Supply

"We really felt effects of increased profile from the event." – Naked Café

"We saw follow up customers the next day." – Wings Kelowna



Downtown Kelowna Block Party

Saturday August 8, 2015

Each year the Downtown Kelowna Block Party is the single biggest event Downtown in one day. 17,000 people cruise up and down Bernard Avenue from Abbott Street to Richter Street taking in activities, art, entertainment and terrific membership engagement. The layout encouraged visitors to explore Bernard Avenue from end to end starting with a charity BBQ, an inflatable park and an entertainment stage packed with kids entertainment down by Richter Street. Then visitors enjoyed live music at a second stage complete with a fashion show. Finally ending with dog agility and the main stage in Kerry Park by the lake.



Block Party Vendor Participation

	2015		2014		2013
Members	81	▼	88	▲	77
Non-members	55	▲	51	▼	60
Total	136	▼	139	▲	137

Block Party Web Page

Aug 1 – Aug 8 6,223 page visit 2:17 mins avg

Downtown After 5

It's been the DKA's signature event for over 15 years. The After 5s focus on the Downtown business community with over 250 people on average attending and networking. In 2015, 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	2015
# of events	8
Average attendance	289



Downtown Kelowna Light Up

It may have been wet, but the 27th Annual Downtown Kelowna Light Up didn't miss a beat. Visitors celebrated the holiday and shopping season through family activities, music, entertainment, visits from Santa, and the anticipated "light up" of the Christmas tree in its new location of Stuart Park. As in years past, in 2015 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 (11am-6pm) in a collaborative effort between the DKA, Downtown businesses and charities and the City of Kelowna.



ROTARY CENTRE FOR THE ARTS & LAUREL PACKINGHOUSE | 11AM – 4PM
STUART PARK ICE RINK | 12PM – 5PM | 5 DECEMBER 2015

L I G H T
U P ! 2015

DOWNTOWN
KELOWNA
downtownkelowna.com

Presented by
Interior Savings

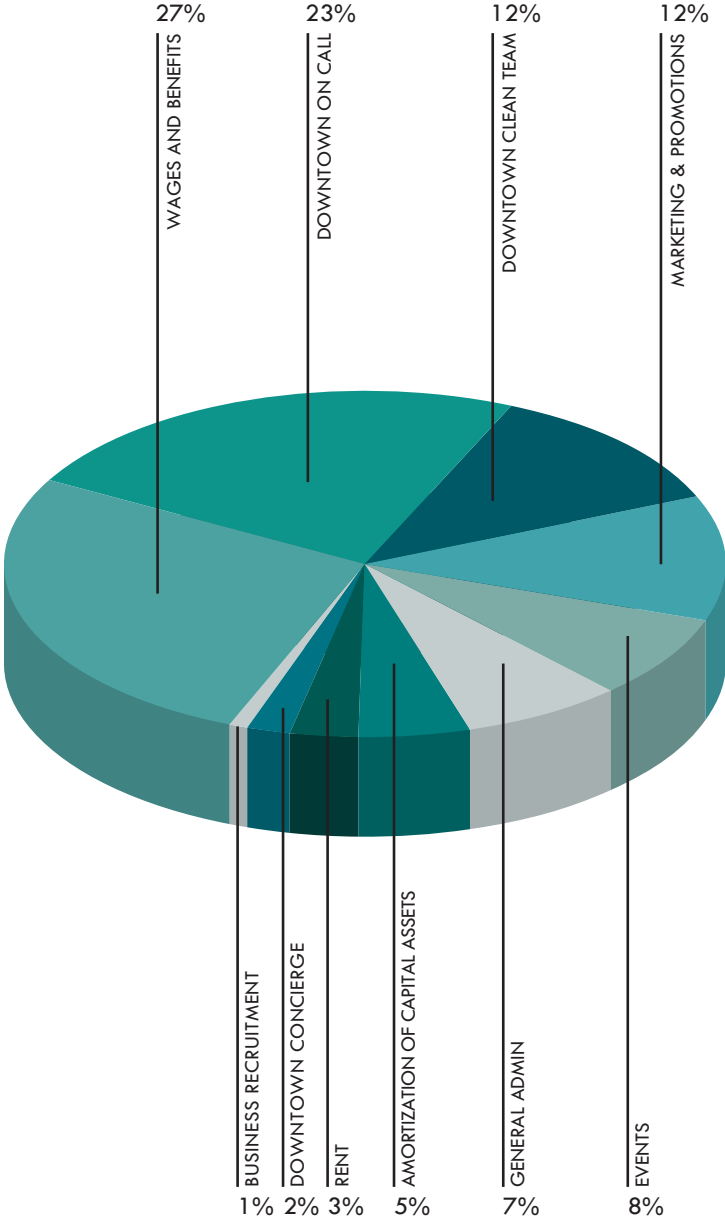
FINANCIALS

Balance Sheet	2015	2014
Assets		
Current Assets:		
Cash & Cash Equivalents	102,609	52,008
Restricted Cash & Cash Equivalents	20,321	20,160
Accounts Receivable	4,708	5,385
Prepaid Expenses & Deposits	14,759	15,955
	<u>142,397</u>	<u>93,508</u>
Capital Assets	75,887	119,907
<u>Total Assets</u>	<u>218,284</u>	<u>213,415</u>
Liabilities		
Current Liabilities:		
Accounts Payable & Accrued Liabilities	33,165	34,500
Current Portion of Long Term Debt	17,114	16,446
	<u>50,279</u>	<u>50,946</u>
Long Term Debt	35,696	52,805
Deferred Capital Contributions	-	-
Net Assets		
Invested In Capital Assets	23,077	50,656
Internally Restricted	20,321	20,160
Unrestricted	88,911	38,848
	<u>132,309</u>	<u>109,664</u>
<u>Total Liabilities & Net Assets</u>	<u>218,284</u>	<u>213,415</u>

FINANCIALS

	2015	2014
Revenues		
Membership Levy	804,353	780,850
Downtown On Call	45,000	45,000
Downtown Clean Team	42,237	39,738
Downtown Concierge	11,249	8,839
Events	38,813	36,870
Marketing & Promotions	2,152	2,311
Amortization of deferred contributions	-	4,365
Interest	161	160
	<u>943,965</u>	<u>918,133</u>
Expenditures	2015	2014
Amortization	45,461	32,365
Business Recruitment	7,335	6,560
Downtown Clean Team	110,380	98,431
Communications	4,443	4,459
Downtown Concierge	17,963	18,133
Downtown On Call	216,192	219,320
Events	72,045	65,210
Insurance	8,025	7,321
Interest on Long Term Debt	1,922	1,148
Marketing & Promotions	106,559	114,918
Office & Administration	32,073	41,895
Professional Development	7,147	5,113
Professional Fees	14,188	12,429
Rent	26,933	25,412
Wages and Benefits	250,654	256,730
	<u>921,320</u>	<u>909,444</u>
Excess of Revenues Over Expenditures	22,645	8,689

FINANCIALS



2015 BOARD OF DIRECTORS

Executive Directors:

President – Dustin Sargent, Davara Enterprises & Streaming Cafe

Vice President – Dan Allen, Doc Willoughby’s Public House

Treasurer – Rob Collins, Grant Thornton LLP

Secretary – Yarden Gershony, Rush Ihas Hardwick LLP

DKA Board:

Angie Bricker, Georgie Girl Vintage

Luigi Coccaro, La Bussola Restaurant & Curious Cafe

Perry Freeman, Colliers International

Jan Johnson, Tigerlily Fashions

Brent Lobson, Imperial Parking

Jim Meiklejohn, Meiklejohn Architects

Renata Mills, Festivals Kelowna

Trevor Neill, Mosaic Books

Renee Wasylyk, Troika Developments

Ex-Officio:

Councillor Maxine Dehart

DKA STAFF

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Jennifer Widmer	Membership & Events	jennifer@downtownkelowna.com

DOWNTOWN KELOWNA

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