



DOWNTOWN KELOWNA

ANNUAL REPORT
2016

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MESSAGE FROM THE PRESIDENT



It was another outstanding year in Downtown Kelowna with a number of different milestones. In the end, I'm very proud to serve as the Association's President and what we were able to accomplish in 2016.

First and foremost 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 2017.

Our main priority in 2016 was taking large steps in the revitalization of both Leon and Lawrence Avenues. The DKA has been lobbying the City and pushing forward on this project as per the Downtown Plan for the last few years. We hit a milestone in 2016 as the DKA contributed capital towards the beginning of a streetscape study which we will see in 2017. Peggy and her staff have had countless discussions with the businesses on these streets and they share the same excitement we do in seeing this step forward.

Towards the end of the year serious discussions began about placing a supervised consumption site in Downtown Kelowna. The DKA was opposed to a permanent site on Leon Avenue but helped advocate towards a mobile unit instead as we felt this was a much more effective way saving the lives of people in need. We had many consultation meetings with Interior Health and were able to successfully convince them of the mobile option which will share time between Downtown Kelowna and Rutland.

One of the biggest thrills for me was working the Downtown Kelowna Concierge booth for an afternoon in the summer with Mayor Basran. It gave us a chance to interact with residents and visitors alike and get

their feedback of Downtown. Our "shift" in Kerry Park along the water gave us both an opportunity to again see firsthand how people move around the Downtown core and what people are saying about us and the rest of the City. It also made it clear to the both of us that the best location for the Tourism Kelowna Visitor Centre is in fact the boardwalk in Downtown Kelowna. We are all looking forward to it opening Downtown in the next couple of years.

I am also proud of the continued growth of our events Downtown Kelowna. Our staff works extremely hard to show the success of Downtown. In 2016, seven After 5's took centre stage to offer our business professionals Downtown an opportunity to network and share ideas. Looking back at the Block Party and Light Up! they were again magical events for families drawing thousands of people to our member businesses. As a matter of fact the Block Party was so popular, a video shot on Bernard Avenue went viral. The Small Shop series along with the Taste of Downtown have grown into their own identity and I know our members and the community look forward to them each year.

Heading into 2017 the DKA will continue to bring people Downtown Kelowna with successful events and promotions. The developments will continue as well with the opening of over 700 new parking stalls to help alleviate some of the parking strain, the new look to the Paramount Theatre and the proposed residential towers on Ellis and across from Prospera Place just to name a couple. It truly is an exciting time to be Downtown Kelowna and I'm looking forward to seeing the continued growth.

Dan Allen
Downtown Kelowna Association
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



It has been an amazing six years for Downtown Kelowna, and as I prepare to leave my role here, I wanted to look back not just on the year, but what we set to achieve six years ago and how far we've come in that time.

First and foremost: the team. We've assembled an incredible team of hard-working professional staff. Without them, plans are just words on paper. We have a committed engaged Board of Directors and Mayor and Council that was determined to show that Downtown Kelowna is open for business. The talented staff at City Hall is continually finding ways to revitalize Downtown, find solutions to difficult challenges and attract development and business. We're well on the way to being one of the best business improvement areas in all of Canada.

I'm especially proud of the rebranding we undertook in year one, and the platform it built for a number of events that we worked hard to create. Small Shop. Foodie Fight. Taste of Downtown. Spot Santa. These events didn't exist five years ago, and today they're household names that bring a significant number of people Downtown.

Five years ago, I was fortunate to be a part of the downtown plan charrette — a week long stakeholder engagement with the goal of creating a plan for the revitalization of Downtown.

In February 2012, the Downtown Plan was endorsed by council. The plan outlined 25 initiatives, which were not small tasks. To look back at the plan, it's incredible how many of the initiatives have moved forward.

Public pier, marine and outlook;
Bernard Ave revitalization;
Removal of the truck route;
New Ellis St & expansion of library parkade;
A City Park master plan has been approved;
A redesign of Kerry Park has been approved;
The new yacht club/cactus club combined with the Stuart Park and Promenade with green space and naturalized shoreline.

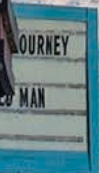
Since the day the plan was approved, it has been the Downtown Kelowna's number one priority to work with the City to revitalize the Leon and Lawrence area. This area has come a long way. Developers have worked with the City of Kelowna to take advantage of incentives in that tax incentive zone to add new buildings.

But the most rewarding accomplishment comes at the end of my tenure. At the end of 2016, the City agreed to partner with Downtown Kelowna to move ahead on a plan for Leon and Lawrence. The transformation of that area is officially underway!

I'm so lucky to have worked with amazing people who share common goal to make Downtown Kelowna a special place to conduct business, live, work and play. The last six years has been an amazing success story for Downtown, and we've only scratched the surface. The future is so bright for Downtown Kelowna!

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	375
Business Owners	874
<u>Total (as of April 5, 2017)</u>	<u>1249</u>

Main Category	#	% of Business Mix
Professional Service	311	35.58%
Retail	223	25.51%
Service	151	17.28%
Restaurants	98	11.21%
Government / Non-Profit	59	6.75%
Lawyer & Notary	54	6.18%
Beauty, Spa & Barber	39	4.46%
Medical & Dental	38	4.35%
Entertainment & Attractions	27	3.09%
Art	26	2.97%
Museums & Theatre	12	1.40%
Coffee & Tea Houses	10	1.14%
Point of Interest	6	0.69%
Accommodation	5	0.57%

MEMBERSHIP COMMUNICATION

In 2016 the DKA continued to build on the momentum that has been established over the last few years regarding communication with our membership.

Over the course of the year 12 E-Newsletters were distributed, keeping members up to date. An average of 1,046 members received the E-Newsletter with an average open rate of 35.7%.

DowntownKelowna.com features the “Members & Association” that includes clearly marked links to On-Street Services, Programs, Promotions and Events. Anything members can take advantage of is all in one place.

The Downtown Kelowna “Eye On Downtown” segment collected 12,158 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.

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



The Membership Guide

In 2016 the DKA continued to provide a guide for members only. The Membership Guide gives new business a complete overview of the benefits of being part of the Downtown Kelowna Business Improvement Area. The Guide identifies advertising opportunities, events, programs and our On Street Services.

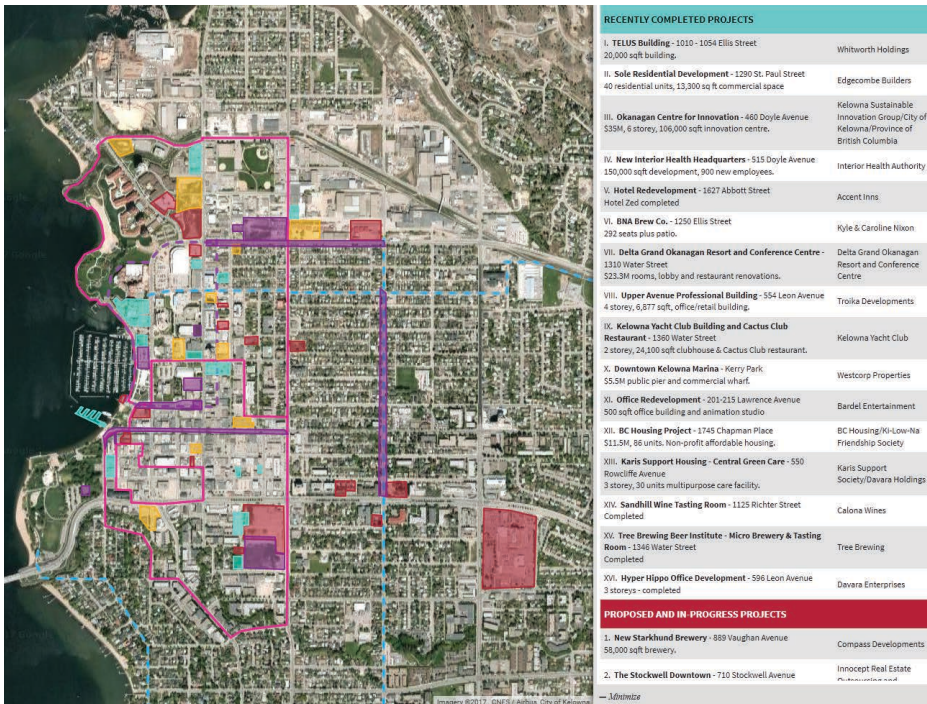
It also explains where DKA allocates funds to improve the business climate. Through a range of initiatives, the DKA sets goals and help business in a number of key areas such as advocacy, business recruitment and retention, marketing, communication and monitoring City initiatives.

Guides are handed out during membership visits by DKA staff and mailed out in the Election package to all members.



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 Conference (ICSC) in which thousands of people from across North America attend. The DKA's Downtown Kelowna Prospectus Map, 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
\$23.3M rooms, lobby & restaurant - (completed 2016) | Delta Hotels |
| II. Interior Health Headquarters – 505 Doyle Avenue
150,000 sq. ft., 800 new employees to the downtown (completed in 2016) | IH Authority |
| III. Okanagan Centre for Innovation – 460 Doyle Avenue
\$35M, 6 storey, 106,000 sqft
(completed 2016) | Kelowna Sustainable
Innovation Group/
City Of Kelowna/Province |

IV.	TELUS Building – 1010-1054 Ellis Street 20,000 sqft building (completed 2016)	Whitworth Holdings
V.	Hotel Redevelopment – 1627 Abbott Street Hotel Zed (completed 2016)	Accent Inns
VI.	BNA Brew Pub – 1250 Ellis Street 292 seats, plus patio (completed 2015)	Kyle & Caroline Nixon
VII.	Karis Support Society Central Green Care Facility 3 storey 30 Unit development (completed 2015)	Karis Support Society/ Davara Holdings
VIII.	Office Redevelopment – 201-215 Lawrence Avenue 6,500 sq. ft. animation studio (completed 2015)	Bardel Entertainment
IX.	Kelowna Yacht Club & Cactus Club - 1360 Water Street \$5.5M 24,000 sqft clubhouse & Cactus Club Restaurant (completed 2016)	Kelowna Yacht Club
X.	Upper Avenue Professional Building - 554 Leon Avenue 4 Storey - 6,877 sq. ft (completed Fall 2014)	Troika Developments
XI.	Sole Residential Development - 1290 St. Paul Street 40 residential units, 6 storey (completed 2016)	Edgcombe Buildings
XII.	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.	Starkhund Brewery - Clement Avenue State of the art 58,000 sqft brewery with tasting room, retail store, and patio (development application in process)	Compass Developments
2.	The Stockwell Downtown – 710 Stockwell Avenue 1 & 2 bedroom condos Downtown Kelowna (building in progress)	Innocept Real Estate
3.	Parkview at Central Green – 555 Buckland Avenue Nine rowhomes, 2 & 3 bedrooms with den and garage	Davara Enterprises
4.	Mixed Use Residential – 1232 Ellis Street 10 storey mixed use residential	ICR Project Ltd
5.	Boutique Hotel/Conference Centre - 235 Queensway Avenue 24 storey \$65M boutique hotel & conference centre	Westcorp Properties
6.	Central Green Development - Harvey and Richter Mixed-use commercial / residential development (permit approved)	Al Stober Construction
7.	1151 Sunset Drive – 1151 Sunset Drive 124 units in a 21 storey concrete building	Kerkhoff
8.	High Density Residential Application – 815 Leon Avenue 6 storey, 93 rental units	M + M Architects
9.	Cambridge House – 1683 Ellis Street 4 storey, 210 units, smart studio living	Boardwalk Housing Corp.

10.	1187 Sunset Drive – 1187 Sunset Drive 2.84 acres, C4 zoned	Sunset Drive Properties
11.	Multi-use commercial building – 455 Lawrence Avenue 12,000 sqft multi-use building	Worman Commercial
12.	Craft Beer Market – 261 Bernard Avenue Seating capacity of 482 people including 204 on the second floor patio	Ronmor Developments
13.	5 Storey Mixed Use – 1330 St. Paul Street 5 storey mixed use	Buro Development Ltd
14.	BC Housing Residential – 555 Fuller Avenue 22 affordable rental units, 16 one-bedroom units & 6 two bedrooms	Pathways
15.	Ethel Street Residential – 1730 Ethel Street 26 units, 4 storey building with underground parking	New Town Planning
16.	Sole Downtown Residential Development – 1350 St. Paul Street 6 storey, 40 units	Edgecombe Builders

PUBLIC INVESTMENTS

1)	New Protective Services Building (RCMP) \$48M RCMP building	City of Kelowna
2)	Library Parkade Expansion - 1360 Ellis Street \$ 6.5M commercial frontage available (building in progress)	City of Kelowna
3)	Memorial Parkade - Ellis Street \$ 19.2M (completion 2017)	City of Kelowna
4)	Queensway Rapid Bus Terminal Redevelopment \$4.8M completed, improved lighting for safety	City / BC / Canada
5)	Stuart Park Phase II \$1.9M waterfront urban park expansion & promenade	City of Kelowna
6)	City Park \$335K Reconstruction of tennis courts & basketball courts (under construction)	City of Kelowna
7)	Queensway Transit Pavillion – Queensway Avenue \$900K	City of Kelowna
8)	Rowcliffe Park – 1800 Richter Street \$4.4M community park development	City of Kelowna
9)	Clement Avenue 4 lanes – Ethel Street to Ellis Street The current Clement Avenue is widening to 4 lanes	City of Kelowna
10)	Ethel Street Transportation Network – Ethel Street Improvements from Hwy 97 to Cawston Avenue	City of Kelowna
11)	Bernard Avenue Laneway – 224 Bernard Avenue Colourful laneway serves as a pedestrian network and active space	City of Kelowna

ADVOCACY

The DKA worked closely with the City of Kelowna and Community Stakeholders on key points of advocacy.

1. Leon and Lawrence Avenues – The revitalization of this area is the DKA's #1 advocacy priority. The DKA has communicated to the City of Kelowna the need for a plan 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 study in 2016. Due to City staff changes, the project was delayed until the last quarter of 2016. With a formidable team in place, it was decided that the scope of the project needed to be expanded beyond just a transportation study to:
 - Undertake a fact-based analysis of multi-modal (car, bike and pedestrian) transportation options including an investigation into the merits of converting from one-way to two-way vehicle movement;
 - Identify a preferred curb alignment for each of Lawrence and Leon Avenues;
 - Develop a vocabulary of streetscape elements that can be implemented beyond just the study area to all of Downtown;
 - Undertake an engagement process for stakeholder and public input; and
 - Develop a final concept plan with streetscape elements, preferred curb alignments and a high-level cost estimate.
2. Parking – This past year saw the \$20 million expansion of the Library Parkade and the Memorial Arena Parkade take shape. Both parkades will be fully open to the public in the early part of 2017, bringing over 700 new stalls. Despite this great success Downtown Kelowna, the DKA continues to lobby for more parking in the east end near Richter as it was identified in the Downtown Plan.
3. Transient Population – In the summer of 2015 the RCMP experienced staffing issues which resulted in the elimination of the RCMP bike patrol. Without these regular patrols, a significant increase of calls were taken by our DOC team and Bylaw officers, putting a strain on both. This experience made it clear that the DKA must advocate for a seven day a week bike patrol from May long weekend to the end of September. In 2016, a new ground breaking program began featuring one RCMP officer riding with one Bylaw officer for the first time in the City's history. With the combination of this new team and our DOC team, the program was able to address many issues and highlighted more “boots on the ground” than any other summer which made a very positive impact.
4. Affordable Housing and Homelessness – Downtown Kelowna feels the impact of homelessness more than any other area in the City. The DKA attended consultation meetings and met with stakeholders to understand the issues impacting the supply of

rental housing in the central Okanagan and how this is connected to homelessness. The DKA is committed to working together with City staff, elected officials, funders, developers and BC Housing to end homelessness in our community by ensuring everyone has access to a safe affordable place to live. Projections from 2011, show that by 2021 Central Okanagan will need a minimum of 2700 new units into the rental market, and an additional 734 new subsidized units will need to be built by 2021 just to keep pace with the demand. The housing first initiative is a proven long term solution to end homelessness.

5. Health Emergency and Safe Consumption - The DKA had many meetings with Interior Health (IH) about finding solutions to the overdose and fentanyl crisis. IH was very open with us about the crisis and listened to the DKA position that we were not in favor of establishing a site on lower Leon Avenue. We talked extensively with Interior Health about a mobile unit which would travel to parts of the community where overdoses are happening; Downtown being one of those areas. The mobile unit would offer overdose prevention services from an RV. The DKA will continue to remain involved in the stakeholder consultation process as the mobile unit is launched and operating.
6. Tourism Kelowna Information Centre - Through our Downtown Kelowna Concierge summer program we know there is a need for visitor information along Okanagan Lake and the boardwalk in Downtown Kelowna. Our team sets up an information booth in Kerry Park beside the Sails statue from May to August and interact with thousands of visitors and residents each month. The DKA supported the application for Tourism Kelowna to build a permanent Tourism Visitor Centre on the Queensway jetty in Downtown Kelowna. Placing the new Centre at the foot of Queensway Avenue completes the revitalization of that area and is in a perfect location for the pending Westcorp Boutique Hotel. The proposed iconic building located on the waterfront will absolutely be a draw for both visitors and residents.
7. Bernard Avenue Laneway – The DKA attended consultation meetings and supported the Bernard Avenue Laneway revitalization project. What started as a temporary installation during our Block Party in 2015, the transformation of an undesirable alley into a vibrant public space proved that if you activate and beautify public spaces, undesirable activity is diminished. Then during our Small Shop at Night event and at the Block Party in 2016, the laneway was activated with music, food, foosball and ping pong table. This was such a great success that by early 2017 City Council approved a private/public partnership to implement permanent site improvements. This was a collaborative process that included the DKA, the laneway project team, contractors and a local property and business owners.
8. Kerry Park Redesign – The DKA attended consultation meetings and met with the City Staff to provide input and feedback to ensure that the finalized detailed plan for the Kerry Park redesign was the best plan for the future of Downtown and that the construction of the park coincides with the new Westcorp hotel construction in 2018.

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	2016		2015
Guest Services	893	▼	1135
Pan Handle	353	▼	522
Sleeper	929	▼	1011
Loitering	2108	▼	2245
Busker	24	▼	30
Alcohol	511	▼	968
Marijuana	79	▼	168
Other Drug/Dealing	89	▼	131
Sex Trade Worker	97	▼	128
Bylaw	89	▼	172
RCMP	165	▼	403
Medical First Aid	19	▲	12
Ambulance Called	15	▼	28
Resource Referral	220	▲	35
Needle Pick Up	2406	▲	1715

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.

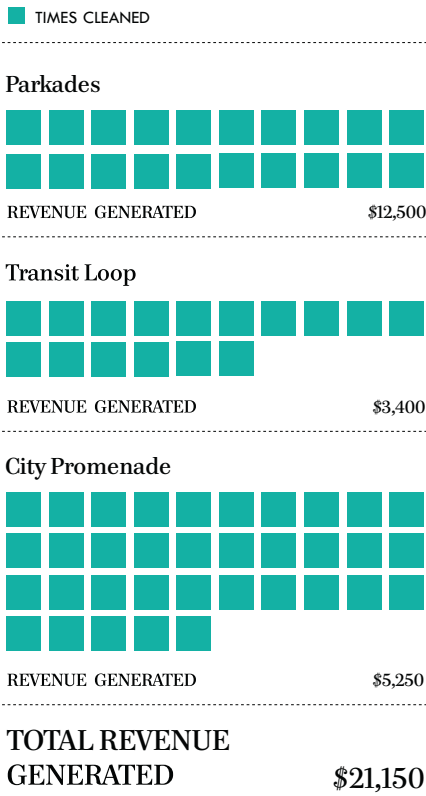
All three vehicles were on the street full time.

Graffiti Removed or Covered

3,229.17 sq ft # tags: 83



DOWNTOWN SWEEPER CONTRACT



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 statue at the foot of Bernard to provide information of our members to visitors and residents along with gathering membership engagement.



Information Booth Traffic Statistics	2016		2015
June	914	▼	1026
July	2368	▼	2804
August	2212	▼	2400
Total	5494		6230

MARKETING

The 2016 DKA promotional calendar once again 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.

	2016
After 5	7
Events	2
Retail Promo	4
Restaurant Promo	2
Contests	3
Charity Involvement	3
Total	21

Website & Social Media

In the early fall of 2016 DowntownKelowna.com got a fresh new look, giving visitors a more visually appealing website that is also mobile friendly. The new look focuses on the Downtown Kelowna experience along with events and activities to drive visitors to our membership.

When visitors to Kelowna are wondering what to do, the DKA website continues to be a proven 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 2016, the 31 DKA videos were watched for 318 hours while the Downtown Kelowna website had 90,632 visitors in 2016, an increase from 82,753 the previous year along with 182,379 page views, over 41,000 more than in 2015.

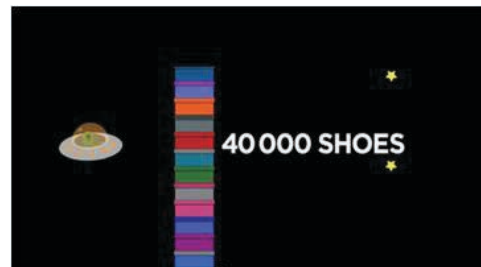
Social Media	2016	2015
Facebook	4,983 Likes	3,890 Likes
Instagram	7,821 Followers 394 Photos	2,121 Followers 61 Photos
Twitter	10,550 Followers 2,138 Tweets	9,350 Followers 1,914 Tweets
You Tube	12,158 Views 31 Videos	11,491 Views 39 Videos

Television Campaign

From mid-February to mid-November the DKA's television campaign drew attention to the depth and breadth of Downtown Kelowna's retail experience and demonstrates how it stands apart from a typical shopping experience, like the mall.



During the summer months a specific patio ad was aired to highlight the over 60 patios Downtown. The campaign ran from June to mid-September highlighting one of the major differences between Downtown and other areas of the City.



The Essential Downtown Kelowna Guide

One of the most popular publications Downtown Kelowna is the Essential Guide. A complete list of shopping and dining in Downtown Kelowna is highlighted in the guide. These free guides are then included at the three outdoor brochure kiosks positioned around Downtown; Rhapsody Plaza, Rotary Centre for the Arts and at the foot of Bernard by the Sails statue.

Over 10,000 copies were printed and distributed in 2016. The guides were delivered and racked throughout the Regional District 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 spearheading the local economy. In fact small business in BC provides 1,030,200 jobs accounting for 45% of total employment in the province. Downtown Kelowna is a big piece of that.

On two special Saturdays and one Thursday evening in 2016, Downtown businesses celebrated being a Small Shop and passed the savings onto the consumers. On average 113 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 Spring fashion theme featured two fashion shows focusing on 20 Downtown Kelowna businesses. They were held at BNA, setting an unbelievable backdrop. Attendees took in the fashion shows, then walked the sunny streets visiting businesses that were highlighted.

Out of all the Small Shops in 2016, "Small Shop at Night" drew the most participation from the Downtown membership. 120 participating businesses took part and stayed open late allowing shoppers to stroll the streets

Small Shop Participating Businesses:

	2016		2015
April 25	113	▲	101
June 18	120	▲	121
Oct 24	106	▲	105

CELEBRATE THE END OF SWEATER SEASON. WITH SHIRTS!

SMALL SHOP

SPRING

Free Fashion Show!
BNA Brewing Co. & Eatery
12pm & 1pm, 1250 Ellis St.
downtownkelowna.com

DOWNTOWN KELOWNA
16 April 2016

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. The Sip & Shop tour in the Cultural District was a popular point, as nine businesses offered a complimentary or discounted adult beverage while other shoppers enjoyed music and gelato. Over on Lawrence Avenue, the House of the Caribbean hosted a backyard BBQ with free jerk chicken and Caribbean music.

The evening also marked the grand opening of “The Laneway” across from the Sails statue on Bernard Avenue. Attendees enjoyed complimentary samples from Earls Kitchen + Bar, bevies from Okanagan Lavender Herb Farm and live performances.

The DKA spread the Small Shop word by advertising on the radio, Castanet, in the newspaper and produced 2,000 Small Shop guides for each event. After working hard to secure membership engagement, information was compiled and posted on the website, which saw an average of 1,740 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 participant and acted as a visual indicator for shoppers.

The Small Shop contest continued in 2016. 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 the event:

Event	Visits	Min Avg
Small Shop Spring (April 8 – April 16)	1,872	2:05
Small Shop at Night (June 8 – 16)	1,971	2:20
Small Shop Fall (October 14 – 22)	1,377	4:05



Holiday Campaign

Spot Santa

Jolly old Saint Nick took a break from making toys and cruised the streets of Downtown Kelowna for six days in the month of December; December 15-17 and December 21-23, 2016. He travelled with an Elf each day from 12:00pm to 4:00pm entering businesses ringing his bells, merry wishing and creating smiles. They encouraged people to take photos with Santa to enter the Spot Santa contest on the Downtown Kelowna Instagram, Facebook and Twitter pages bringing a festive spirit to Downtown and the various businesses. There were 243 pictures uploaded to social media, increasing by 88 photos from the previous year.

The City of Kelowna approved Free Saturday Parking in December for the 22nd year.



FOODIE FIGHT

For the third consecutive year #DKFoodieFight took over social media in February with tremendous growth from the first year. When the DKA launched the promotion, 85 foodie photos were uploaded to Twitter and Instagram. In 2016 the photos increased to 204, with 146 appearing on Instagram and 50 on Twitter.

In all 50 restaurants participated, by donating a \$25 gift certificate that was awarded to the winner. Merissa was named the Grand Prize winner, receiving hundreds of dollars' worth of gift certificates. The remaining gift certificates were distributed to random winners. The contest took place during a traditionally slower month for restaurants and gave them a spark.

Visitors to the Foodie Fight webpage stayed for an average of 3:20 minutes.



Taste Of Downtown

The Taste of Downtown Kelowna was again a monster onto its own in 2016 and the Kelowna Food Bank benefitted. After surveying the participating restaurants, it was determined that Taste of Downtown Kelowna passports were to be obtained with a minimum donation of \$2.00, a total of 1,000 passports were printed and distributed within seven hours raising over \$3,000 which was then donated to the Kelowna Food Bank.

On the day of the event Taste of Downtown Kelowna “tourists” traveled to each corner of Downtown receiving a complimentary sample of food or drink. A total of 33 restaurants participated seeing an average of 507 visitors with an extremely balanced age demographic taking part. The focus of the Taste of Downtown promotes the many great restaurants, eateries and cultural cuisine Downtown Kelowna boasts along with encouraging visitors to explore all of Downtown.

Two weeks prior to the event the passports were made available at Mosaic Books for a minimum donation and as mentioned, all 1,000 were sold out in seven hours.

Votes from the Taste of Downtown Kelowna tourists determined the “Foodie Choice” winner. This year Social 242 was voted as the winner thanks to their unbelievable bruschetta.

	2016		2015
Participating Restaurants	33	▼	35
Submitted Passports	663	▼	806

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.



Downtown Kelowna Block Party

July 23, 2016

The Downtown Kelowna Block Party was held in the month of July in 2016. The date change helped attract new and high quality vendors and didn't compete with other large local events. It again proved to be one of largest one day events in Downtown. 17,000 – 20,000 people cruised up and down Bernard Avenue from Abbott Street to Richter Street taking in music on three stages, activities, art, entertainment, a dunk tank and terrific membership engagement. 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

	2016		2015		2014
Members	83	▲	81	▼	88
Non-members	77	▲	55	▲	51
Total	160	▲	136	▼	139

Block Party Web Page

July 15-23 5,689 page visit 2:03 min avg

Downtown After 5

It's been the DKA's signature event for over 16 years. The After 5 events focus on the business community Downtown with over 270 people on average attending and networking. In 2016, seven 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 an excellent tool for the hosting business to promote themselves and for the DKA to share upcoming events and special promotions

After 5	2016
# of events	7
Average attendance	276



Downtown Kelowna Light Up

The 28th annual Downtown Kelowna Light Up, presented by Interior Savings was one of the best in recent memory. In 2016 “Photos with Santa” and his workshop were moved to the Kelowna Community Theatre, placing him across the street from Stuart Park and centralizing the event, creating better ambience. 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 Stuart Park. There were also activities in various locations in Downtown encouraging the public to explore our amazing shopping and dining opportunities while enjoying in the festivities. Programming ran throughout the day from 11am-6pm in a collaborative effort between the DKA, Downtown businesses, not-for-profit organizations and the City of Kelowna.



KELOWNA COMMUNITY THEATRE & ROTARY CENTRE FOR THE ARTS | 11 AM – 4 PM
STUART PARK ICE RINK | 12 PM – 5 PM | 3 DECEMBER 2016

L I G H T
U P ! 2016

**DOWNTOWN
KELOWNA**
downtownkelowna.com

Presented by
Interior Savings

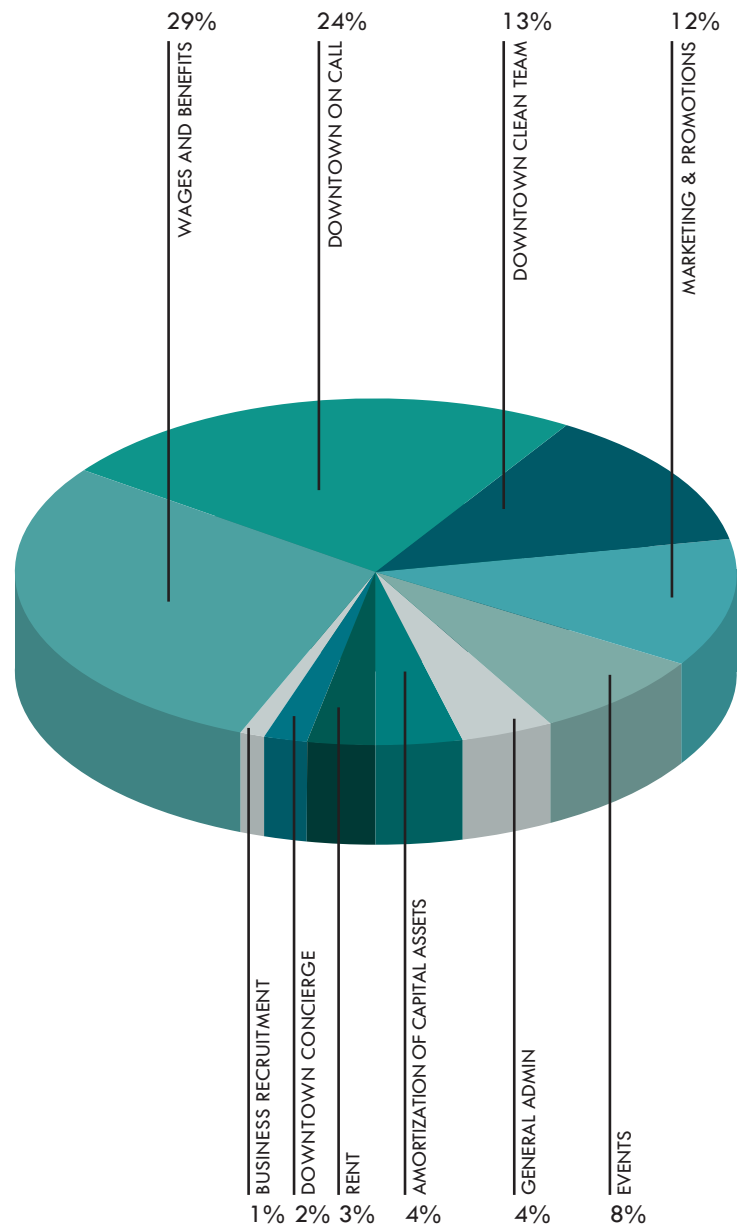
FINANCIALS

Balance Sheet	2016	2015
Assets		
Current Assets:		
Cash & Cash Equivalents	86,081	102,609
Restricted Cash & Cash Equivalents	40,657	20,321
Accounts Receivable	11,110	4,708
Prepaid Expenses & Deposits	12,993	14,759
	<u>150,841</u>	<u>142,397</u>
Capital Assets	39,629	75,887
<u>Total Assets</u>	<u>190,470</u>	<u>218,284</u>
Liabilities	2016	2015
Current Liabilities:		
Accounts Payable & Accrued Liabilities	27,805	33,165
Current Portion of Long Term Debt	17,805	17,114
	<u>45,610</u>	<u>50,279</u>
Long Term Debt	17,891	35,696
	<u>63,501</u>	<u>85,975</u>
Net Assets		
Invested In Capital Assets	3,933	23,077
Internally Restricted	40,657	20,321
Unrestricted	82,379	88,911
	<u>126,969</u>	<u>132,309</u>
<u>Total Liabilities & Net Assets</u>	<u>190,470</u>	<u>218,284</u>

FINANCIALS

	2016	2015
Revenues		
Membership Levy	828,626	804,353
Downtown On Call	45,000	45,000
Downtown Clean Team	40,150	42,237
Downtown Concierge	11,058	11,249
Events	37,663	38,813
Marketing & Promotions	2,343	2,152
Amortization of deferred contributions	-	-
Interest	336	161
	<u>965,176</u>	<u>943,965</u>
Expenditures		
Amortization	40,971	45,461
Business Recruitment	6,450	7,335
Downtown Clean Team	118,552	110,380
Communications	4,597	4,443
Downtown Concerige	19,844	17,963
Downtown On Call	222,250	216,192
Events	72,857	72,045
Insurance	7,882	8,025
Interest on Long Term Debt	1,395	1,922
Marketing & Promotions	131,079	106,559
Office & Administration	34,700	32,073
Professional Development	6,765	7,147
Professional Fees	8,559	14,188
Rent	28,425	26,933
Wages and Benefits	266,150	250,654
	<u>970,476</u>	<u>921,320</u>
Excess of Revenues Over Expenditures	-5,340	22,645

FINANCIALS



2016 BOARD OF DIRECTORS

Executive Directors:

President – Dan Allen, Doc Willoughby’s Public House

Vice President – Yarden Gershony, Rush Ihas Hardwick LLP

Treasurer – Rob Collins, Grant Thornton LLP

Secretary – Angie Bricker, Georgie Girl Vintage

Past President - Dustin Sargent, Davara Enterprises

DKA Board:

Nikki Csek – Csek Creative & KelownaNow

Jason Guyitt – Delta Grand Okanagan Resort

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

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Cover Photo by Darren Hull