



ANNUAL REPORT 2022

www.downtownkelowna.com

ABOUT THE ASSOCIATION

The Downtown Kelowna Association (DKA) is a non-profit organization dedicated to ensuring the Downtown Business Improvement Area (BIA) is a safe and desirable place to conduct business, live, work, and play through the cooperative efforts of its members and local government.

The BIA, officially registered in 1989, is funded by a commercial taxation assessment levy paid by the property owners within the BIA to the City of Kelowna through Bylaw No. 11645. You are automatically a member of the Downtown Kelowna Association when located within the BIA.

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MESSAGE FROM THE PRESIDENT

—Brian Stephenson

This is my first but, due to an exciting career change that unfortunately takes me out of the Downtown, also my last “Message from the President” of the Downtown Kelowna Association (the “DKA”).

2022-2023 has been another remarkable period for Downtown Kelowna and our community has shown significant resilience in the face of challenges and has continued to thrive in various aspects.

Growth and evolution have certainly been themes for Kelowna and looking ahead the downtown is poised to be a focal point of development and change. New mixed-use residential towers are increasing the number of those who live, work and play downtown and the impacts of Covid-19, although not gone, have lessened with time. Overcoming years of global health and economic uncertainties, Downtown Kelowna has continued to enjoy a robust business environment. The greater number of residents has also led to an increase in demand for services and products, with several new businesses opening up in the downtown core. We are excited about the growth potential that the coming years hold for our community.

However, with growth come certain challenges, most notably the visible homelessness and need for more affordable housing, increased public safety resources, and mental health/drug addiction support services. The DKA is committed to addressing these challenges by advocating on its members’ behalf with the City of Kelowna and other community organizations. A greater focus on street-level community policing is necessary to ensure the cleanliness and safety of our downtown core.

When it comes to clean and safe, our Downtown On Call Team and Clean Team continue to be an integral part of our community, providing valuable services to businesses, residents, and visitors alike. We thank them for their dedicated service, and we urge everyone to show them their appreciation when you see them on the streets.

In terms of highlights, this year the DKA celebrated the retirement of Ron Beahun after 15 years of faithful service and welcome successor Brent Lobson as our new Director of Operation who takes on management of On Street-Services. We are grateful to Ron for the legacy he has left and thankful to Brent for the skills and vision he brings to the role after having served on the DKA’s Board of Directors for over 20 years and playing an instrumental part of the creation of the Downtown On Call and Clean Team initiatives in the first place!

Personally, I have also been thrilled at the revival of the Downtown Kelowna After 5 Events which started up again in September 2022. I had the pleasure of hosting that same After 5 at Pushor Mitchell LLP (the law firm at which I was a Partner at the time) which was the first event following a Covid-induced hiatus of more than 2 years, and I can say this without doubt about Kelowna: the success of our community is built upon the strength of our connections, and the After 5 Events play an important part in bolstering those bonds. If you have not attended one, you are missing out!

In conclusion, I would like to thank my fellow volunteers, the staff, members, and the entire Downtown Kelowna community for allowing me to be a part of such a great organization since joining the Board of Directors back in 2017. It has been an honour to serve our community, and I am grateful for the opportunities and experiences that this role has provided me. Although I will no longer be working downtown, I will most certainly be spending as much time as I can shopping, eating, and playing in the beating heart of Kelowna!

MESSAGE FROM THE EXECUTIVE DIRECTOR

— Mark Burley



2022 was an interesting year to say the least. As we entered the year, Pandemic restrictions were still in place. Those lasted past the first quarter of the year but were relaxed gradually during that time. The lifting of restrictions allowed us to plan for the return of Small Shop Saturday, Block Party and Downtown After 5. We also brought back Show 'N Shine to Bernard which turned out to be more successful than we expected within the footprint of Meet me On Bernard. As in 2021, Winter Street Market happened at the beginning of December coinciding with the opening of the Stuart Park Rink.

The On-Street Services department went through a myriad of changes in 2022. In spring we lost Downtown on Call Team members and had a challenging time replacing those positions. The DKA was simply in the same boat as business in general as finding new employees was difficult. The result was Downtown on Call operated with fewer personnel from May through to the end of the year and were still able to perform the service for our members without interruption. The On-Street Services department is the most important initiative we execute annually and continue to be valued by our membership.

We said goodbye to Ron Beahun, the On-Street Services Manager this year. Ron was recognized for building the Downtown on Call and Clean Teams from the ground up at our November 30 Downtown After 5. We wish him nothing but good thoughts as he sets off into a well-deserved retirement.

I found 2022 to be an overly expensive year. As is the case with all our members, costs of doing business grew at a higher rate than any of us expected. The cost of executing events grew double digits, costs associated with utilities and fuel for the vehicles jumped as did wage costs. Inflation was a tough cookie this year, but with the help of the Board we made our way through the year.

It was great to be able to start having Downtown After 5 events again. Our first one of the year was in September and held at Pushor Mitchell's offices. The event was sold out which was the story for the next 2 to round out the year. New for Downtown After 5 is ticket pre-sales which have allowed us to plan better for food and beverages than in the past. Like all events, we found a slight increase in pricing needed for us to cover our costs. Naturally, our sponsors are a big part of executing these for which we are thankful.

Meet me On Benard returned at the beginning of July for a second year under the brand. Again, the 4 blocks from the Sails to St Paul Street were closed to vehicular traffic for July and August. New for the DKA was executing Block Party within the footprint with extended patios, parklets and other animation in place. We also filled the closure with vehicles for the return of Show 'N Shine which was a resounding success.

The team in the office at DKA also went through some changes this year. Veronika Kubik left for a national marketing job and Facundo Rodriguez joined in the Marketing position at the end of summer. Brent Lobson, a long time Board member and head of Impark for many years, joined us to manager the On-Street Services manager and other operational functions as Director of Operations. Kris Johnson continues to impress as our Events and Communications Manager and Liz Densmore keeps all of our administrative functions running smoothly. I am grateful to be surrounded by these professionals each day.

The DKA Board of Directors welcomed a new president this year as Yarden Gershony ended an unexpected 4-year term moving into the Past President role. It has been a pleasure working with Brian Stephenson and the whole Board as we work with an ever-changing landscape in Downtown Kelowna.

In closing, it was great to have One Water and Brooklyn welcome residents in 2022. We also saw the start of construction for Water Street by the Park. Both signs of continued growth of one of the fastest growing Downtowns in Canada.

MEMBERSHIP

The Downtown Kelowna membership is highly diverse, 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. Analyzing data across other cities that share our size and our level of tourism, we can see that the downtown core is trending in the right direction. Below are figures as current as of December 31, 2022. Recent technological improvements will be implemented in the summer of 2023, making the data collection of members and businesses more accurate. Our new system will integrate real-time data from Google listings, allowing us to know the businesses' categoric information, exact location, business name, and other pieces of information.

Property Owners (Class 5 + 6)	212
Businesses	1093
<hr/>	
Total as of December 31, 2022	1305
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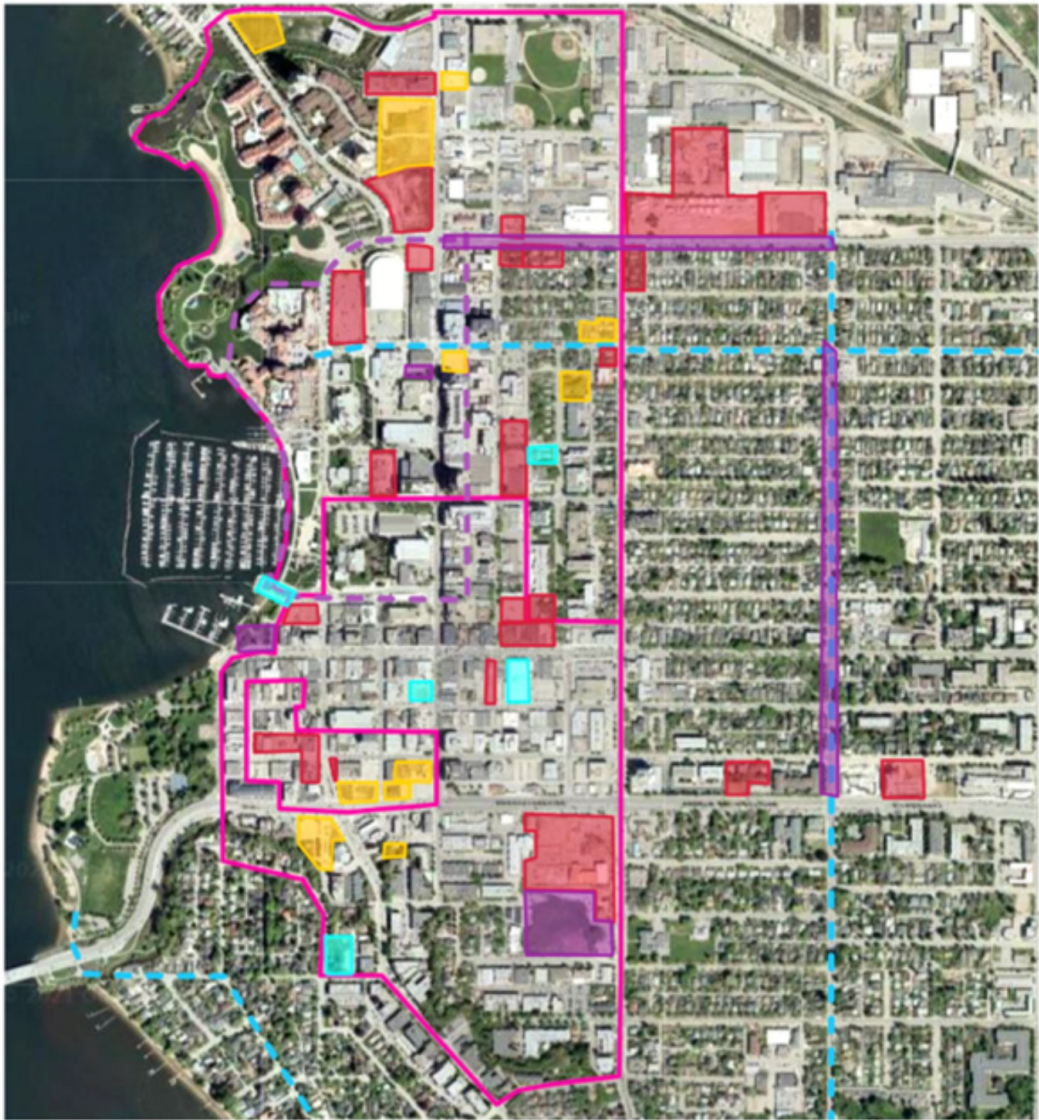
	#	% of Business Mix
Accommodation	7	0.6%
Dining / Restaurants	128	11.71%
Entertainment & Attractions	58	5.30%
General + Professional-Services	647	59.1%
Shopping & Retail	253	23.14%
<hr/>		

MEMBERSHIP COMMUNICATIONS

In 2022, the DKA made a concerted effort to improve communications with members. This included more in-person visits to businesses, follow up phone calls, the monthly DKA Business Update, and Meet me On Bernard updates. We also continued to send out 'as needed' special bulletins about on-going challenges that affect our members like homelessness, property crime, and protests. Pandemic restrictions still meant the absence of networking events and limits on face-to-face communication. However, as pandemic measures eased, we were able to resume producing events and promotions which required more member communications. The first DKA Business Update of 2022 was printed and distributed by hand by the Downtown on Call (DOC) team and was also sent electronically.

A total of 50 notices, alerts, reminders, and Updates were sent in 2022 with a combined open rate of 46%. The Newsletter continued to be circulated at or near the beginning of each month, with a combined open rate of 66%. There was substantial growth in our main subscriber lists; the DKA Business Owners/Employees list grew from 681 to 885 subscribers, and DKA Newsletter list grew from 256 to 960 subscribers.

BUSINESS RECRUITMENT



2019–2023 **DOWNTOWN**
DEVELOPMENT
OPPORTUNITIES

**DOWNTOWN
KELOWNA**
downtownkelowna.com



ON STREET SERVICES

DOWNTOWN ON CALL

The Downtown Kelowna membership all believes 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.



	2022	2021	2020
	0	0	86
Guest Services			
Pan Handle	6	2	14
Sleeper	1707	1383	868
Loitering	2507	3069	2746
Busker	7	11	3
Alcohol	34	12	35
Marijuana	1	3	1
Other Drug/Dealing	49	36	17
Sex Trade Worker	1	0	1
Bylaw	167	173	471
RCMP	422	936	829
Medical First Aid	26	23	7
Ambulance Called	110	32	20
Resource Referral	4	2	11
Needle Pick Up	2044	3631	5522

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 two Kubota’s to keep the roads and sidewalks clean. The street sweeper is used to clean the sidewalks, parkades, transit loop and City promenade. The Kubota’s are equipped with a power washer to help with the heavy-duty jobs.



		2022	2021	2020
Graffiti Covered				
	# of tags:	204	245	1196
	square metres:	225	661	2993
Parkades				
	Times cleaned:	11	19	10
Transit Loop				
	Times cleaned:	4	7	10
City Promenade				
	Times cleaned:	3	6	19

MARKETING

WEBSITE

In 2022, The Downtown Kelowna Association continued making positive steps in creating a long-lasting website that reached broader audiences. Under the new marketing manager, steps were taken to increase the site speed significantly. Along with site speed increases, the marketing manager optimized much of the website for SEO. This SEO work allows for higher traffic and more views. Pages such as "Find Retail Space Downtown" were added, allowing potential investors to see what is available for leasing Downtown Kelowna. We've also worked towards more interactive and engaging pages for our events. This change has resulted in less bounce rates. Lastly, we acquired a ticketing system free of charge that now allows us to sell tickets directly on our event page. Not only does this save us money in the future, it also allows people to come to our website to buy tickets and stay on our site instead of going somewhere such as Eventbrite.

Total website page views are down, but it's nothing of significance. These drops are just attributed to the removal of certain pages that garnered thousands of views independent of anything DKA was doing. For example, the Parlour Ice Cream business page had a few thousand clicks, and pages such as that and others no longer exist in the way they did before. Also, numbers are just shifting around. Our events page is our most popular page. It received almost double the amount of traffic it did the year before. The explore and parking pages also doubled, respectively.

	2022	2021	2020
<hr/>			
DowntownKelowna.com			
Pageviews:	15,751	18,546 views	49,170 views
Avg. Session Duration:	1min 38 sec	1min 52 sec	2min 37 sec
/Events			
Pageviews:	34,769 views	5,942 views	7,544 views
Avg. Session Duration:	1min 52sec	1min 05 sec	1min 31 sec
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MARKETING

MICRO-SITES

	2022	2021	2019
<hr/>			
/After5			
Pageviews:	2,744	1,642 views	6,149 views
Avg. Session Duration:	2minutes	1min 13sec	1min 34sec
/Small-Shop			
Pageviews:	1,931	- views	- views
Avg. Session Duration:	n/a	- min –sec	- min –sec
/Block-Party			
Pageviews:	5,050	1,095 views	9,717 views
Avg. Session Duration:	n/a	1min 51sec	1min 24sec
/Taste-of-Downtown			
Pageviews:	n/a	1,504 views	5,333 views
Avg. Session Duration:	n/a	0min 54sec	0min 47sec
/Explore			
Pageviews:	11,113 views	n/a	n/a
Avg. Session Duration	1min 46sec	n/a	n/a
/WinterMarket			
Pageviews:	13,759	1,597 views	9,406 views
Avg. Session Duration:	3min 16sec	0min 00sec	1min 39sec
/Blog*			
Pageviews:	325 views	n/a	n/a
Avg. Session Duration	0min 58sec	n/a	n/a
<hr/>			

It's important to note that the page views associated with the "After 5" page do not accurately represent how often the event was viewed. This discrepancy is due to the events being hosted on Eventbrite. We usually send people directly there, which decreases our page views. On Eventbrite, the "After 5" event received almost 3k views. As we sell tickets to this event on our site, this will increase that number. As an organization, moving forward, we will spend more time adding content to our blog section. These blogs will be optimized for SEO. Our explore page will also go through a revamping to make it more visitor friendly.

MARKETING

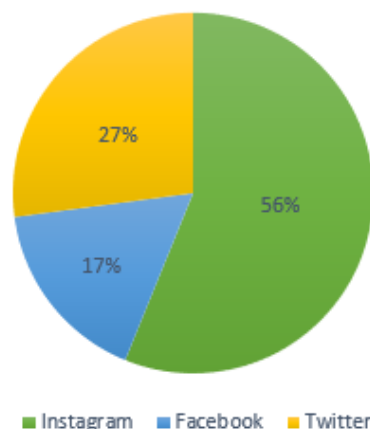
SOCIAL MEDIA

Our social media continues to grow at a consistent rate. We are reaching, however, the point where increasing followers at a fast rate will become difficult. Working with local influencers and producing high-quality content and videos will be important to our continued growth.

	2022	2021	2020
<u>Instagram</u>	28, 201 Followers 468 Posts	25, 545 Followers 468 Posts	22,646 Followers 251 Posts
<u>Facebook</u>	8,425 Followers 10,000 Likes	7,608 Followers 7,412 Likes	7,139 Followers 7,066 Likes
<u>Twitter</u>	12,350 168 Tweets	12,339 468 Tweets	12,155 Followers 251 Tweets
YouTube	1,009 Views 15 Videos	1,009 Views 18 Videos	— Views — Videos

- We partnered with a local influencer, NothingButJason, to produce videos for some of our events at no additional cost to the DKA. Since video is the future, it's essential to cover that area while we have no social media person until summer.
- We partnered with a local professional photographer to take high-quality photos of Downtown. This, again at no extra cost to DKA, allows for more exposure to certain areas.
- We began using LinkedIn to connect more closely with businesses and professionals downtown.
- We now have an advertising account with Tiktok and we've been utilizing google ads for non-profit.

Follower Breakdown by Platform



YouTube Analytics

Your videos got 2,078 views in 2022



MARKETING

PROMOTIONS AND EVENTS

Meet Me on Bernard

Meet Me on Bernard (MMOB) returned to Downtown Kelowna from July 1 to September 5, 2022. The three-way partnership between the DKA, City of Kelowna, and Tourism Kelowna continued, with increased effort put into animations, parklets, and marketing.

Some of the DKA's contributions to MMOB in 2022 included:

- Design and management of a new MMOB website.

- Digital and traditional marketing. Marketing for MMOB began 2 weeks prior to the official opening and ran until Labour Day weekend.

- The design, printing and installation of the restaurant patio fencing signage (scrim).

- Hiring 4 staff members to join the MMOB on-street team (combined with Tourism Kelowna staff) to set up equipment and engage with the public.

- Liaising with businesses prior, during, and after event.

- DKA member communications about MMOB.

- Creation and implementation of contesting.

- Management of the MMOB social media accounts.

- Organizing and paying for 3 storage "sea cans."

Winter Street Market

The Downtown Kelowna Winter Street Market (WSM) & Light Up was held on Saturday, December 3, 2022, from 11am-6pm. Nearly 50 vendors attended, with live entertainment, Photos with Santa, and other family activities happening throughout the day. Light Up was moved up to 4:45pm in an effort to encourage visitors to stay Downtown after Light Up. Vendors reported excellent results, and Downtown overall was busier than normal despite the cold temperatures. Impact Events was contracted again to manage the bulk of the coordination efforts leading up to the event. An estimated 15,000 visitors came through the Market, with several thousand on-hand for the Light Up in Stuart Park. DKA worked with the Central Okanagan Food Bank (COFB) on a hot chocolate fundraiser, which netted \$4,000 for COFB.

Show N Shine on Bernard

Our first ever Show N Shine on Bernard was produced on Saturday, August 19, 2022. Classic cars, hot rods, and genuine collectibles lined Bernard Avenue within the Meet me On Bernard footprint from 11am-4pm. Visitors to Show N Shine were able to view the vehicles, meet & greet each of the owners, and voted for their favourites. Prizes were awarded for Best Domestic, Best Import, and Best Overall in the show; voters were also entered into a prize draw. An estimated 12,000 visitors were at Show N Shine, and the event was very well-received.

Block Party

Block Party returned for the first time since 2019 with excellent results. The free, family-friendly event was held on Saturday, July 23, 2022 from 10am-4pm within the MMOB event site on Bernard Avenue. Block Party comprises a street market, live and roving entertainment, food trucks, family activities and more. An estimated 10,000 visitors attended Block Party, with many sticking around into the evening to listen to music in Kerry Park. The event continues to be well-received by the membership, particularly those along Bernard Avenue.

MARKETING

PROMOTIONS AND EVENTS

Small Shop

The Small Shop promotion was resurrected after 5 years and was held in April and September 2022. 67 businesses participated in April, with 48 joining the promotion in September. Both occasions featured a prize draw, with entry points at each participating location. Poor weather hampered attendance in April, while Downtown was very busy on a sunny and

Customer Service Training

A series of on-line educational sessions were produced and made available to all DKA Members. This valuable education series comprises four training modules designed to develop the viewers' sales acumen, improve communication skills, gain the trust of customers, and create a sense of accomplishment and accountability. After completing the series, Members can get in touch with us to receive a *DKA Service Certified* window decal. The series was produced in partnership with Rick Maddison of Tempest Media, who is also a professor of marketing at the Okanagan School of Business. The videos will stay on our website for viewing in perpetuity.

Shop Local Holiday Giveaway

This contest was held from December 1-24, 2022, and focused on driving traffic to participating Downtown Kelowna businesses. A total of 38 DKA businesses participated. Each location received a ballot box, ballots, and a point-of-sale tent card with QR code to display for the duration of the promotion. Participating locations were asked to display their "SMALL SHOP, SUPPORT LOCAL" window decal, share the digital assets that we provided on their social channels and tag @downtownkelowna so that we could share their content. Each business was listed on the contest web page with an interactive map. Participating businesses were incredibly generous, and we were able to give away over \$1500 in prizes from DKA businesses plus a \$250 VISA card.

MARKETING

PROMOTIONS AND EVENTS

As the DKA continued to rely heavily on digital media to keep engaged with the community in 2022, multiple campaigns were set into motion throughout the year. Below is a break down of all our social media campaigns with total costs. This report also includes campaigns we did through our google ad grant which provides \$10,000 in marketing dollars to be used each month.

Campaign	Concept	Platforms	Metrics	Cost
MMOB Summer Campaign	This was a month long campaign advertising the meetmeonbernard website so people could see what was happening Downtown during the MMOB campaign period. For 2023, we will stretch the total spend between 3 months with different creatives instead of a one month cam-	Facebook, Instagram	Reach: 69,302	\$1,000
Pre-MMOB Campaign	This was a pre-MMOB campaign to garner follows on our social media. The purpose was to build up an audience to be able to share information regarding what would be happening during this event.	Facebook, Instagram	Reach: 77,935	\$825
Small Shop Saturday April	Small Shop Saturday campaign promoting the small businesses downtown and making people aware of our contest or supporting businesses downtown. Campaigns such as these run frequently depending on when Small Shop is hosted.	Facebook, Instagram	Reach: 81,000	\$250
Show N Shine	A simple campaign promoting the Show N Shine event in Downtown Kelowna.	Facebook, Instagram	Reach: 94,490	\$200
Block Party	A simple campaign promoting Block Party event in Downtown Kelowna.	Facebook, Instagram	Reach: 68,384	\$183

MARKETING

PROMOTIONS AND EVENTS

Campaign	Concept	Platforms	Metrics	Cost
Small Shop Saturday	Small Shop campaign for September. This campaign is similar to the previous one, April, and ran to promote the single day event.	Facebook, Instagram	Reach: 69.302	\$176
Winter Street Market	This was a month long winter street market campaign. The campaign was very successful and cost effective. We garnered thousands of clicks	Facebook, Instagram	Link Clicks: 1,399	\$90
Email List Growth	This campaign was designed to grow our current email list that goes out to the public. This was a successful campaign and we were able to grow our list to 1k.	Facebook, Instagram	Emails Garnered: 300+	\$250
Shop Local Giveaway	A simple campaign promoting the Show N Shine event in Downtown Kelowna.	Facebook, Instagram	Link Clicks: 143	\$48
Castanet + KelownaNow	We ran a series of campaigns with KelownaNow and Castanet for the 2022 year. Primarily for MMOB and the events associated with it along with Small Shop + Winter Street Market. Here is a combined total spend with both of these platforms. The reach		Reach: Total reach is hard to calculate however 100,000+ would be fair estimate.	\$183

MARKETING

PROMOTIONS AND EVENTS

These are the on-going year-round campaigns that utilize the Google \$10,000 Grant. If people google search terms related to Kelowna or Downtown Kelowna we will appear in the search results. These are targeted campaigns targeting particular keywords.

Campaign	Concept	Platforms	Metrics	Cost
Downtown Kelowna Shopping	When people google “shopping Kelowna” which is moderately searched, we will appear, not always, for an AD to shop Downtown Kelowna. We point people to our explore section that showcases the many stores.	Google	Link Clicks 400+	\$0
Winter Street Market	We ran a campaign during the Winter Street Market when people were googling, “winter In Kelowna” or things related to winter in Kelowna to showcase this event. This campaign had high engagement.	Google	Link Clicks: 250+	\$0
Kelowna	This ongoing campaign appears with someone types in “Kelowna”, while not always, when it does; it displays an ad for Downtown Kelowna sending people to our site.	Google	Link Clicks: 200+	\$0

FINANCIALS

BALANCE SHEET

ASSETS	2022	2021
Current assets:		
Cash	\$187,740	\$330,498
Internally restricted	\$42,910	\$42,637
Accounts receivable	\$4,547	\$6,898
Prepaid expenses	<u>\$6,865</u>	<u>\$1,596</u>
	\$242,062	\$381,629
Capital assets	\$36,492	\$69,185
TOTAL	\$278,554	\$450,814
LIABILITIES & NET ASSETS		
Current liabilities:		
Accounts payable & accrued	\$40,949	\$41,817
Current portion of long-term debt	<u>-</u>	<u>-</u>
	\$41,949	\$41,817
Long-term debt	-	-
Net assets:		
Invested in capital assets	\$36,492	\$69,185
Internally restricted	\$42,910	\$42,637
Unrestricted	<u>\$158,203</u>	<u>\$297,175</u>
	\$237,605	\$408,997
TOTAL	\$278,554	\$450,814

FINANCIALS

REVENUE & EXPENDITURES

	2022 Year End	2021 Year End	2020 Year End
<u>REVENUE</u>			
Membership Levy	\$1,137,572	\$1,126,084	\$1,067,297
Downtown On Call	\$70,000	\$70,000	\$70,000
Downtown Clean Team	\$37,973	\$58,982	\$89,290
Events	\$47,682	\$17,206	\$14,587
Downtown Concierge	\$14,584	\$21,280	-
Other	\$1,202	\$485	\$703
	\$1,310,013	\$1,294,037	\$1,256,877
<u>EXPENSES</u>			
Amortization of capital assets	\$34,819	\$32,674	\$18,830
Business Recruitment	\$8,277	-	\$320
Clean Team	\$225,594	\$189,450	\$158,638
Communications	\$5,509	\$4,833	\$5,596
Downtown Concierge	\$29,917	\$42,235	-
Downtown On Call	\$482,055	\$485,758	\$389,892
Events	\$131,149	\$42,959	\$37,221
Insurance	\$9,163	\$9,679	\$7,540
Interest on long term debt	-	-	-
Marketing and Promotions	\$94,617	\$124,494	\$52,725
Office and Administration	\$58,644	\$47,150	\$33,754
Professional Development	\$5,774	\$922	\$544
Professional Fees	\$19,499	\$19,116	\$17,990
Rent	\$49,071	\$38,814	\$32,520
Wages and Benefits	\$327,317	\$255,883	\$320,211
	\$1,481,405	\$1,293,967	\$1,075,781
EXCESS/LOSS OF REVENUES OVER EXPENSES	(\$171,392)	\$70	\$181,096
NET ASSETS — BEGINNING OF YEAR	\$408,997	\$408,927	\$227,831
NET ASSETS — END OF YEAR	\$237,605	\$408,997	\$408,927

MEET OUR TEAM

EXECUTIVE:

President – Brian Stephenson, Pushor Mitchell LLP

Vice President – Renata Mills, Festival Kelowna

Treasurer – Vishaal Sharma, Grant Thornton LLP

Secretary – Caroline Bye, Kelowna Yacht Club

Past President – Yarden Gershony, Rush Ihas Hardwick LLP

DKA BOARD:

Shane Austin, Okanagan coLab

Oktawian Kobryn, Cactus Club Café

Tanvir Gill, FH&P Lawyers LLP

Scott Stanger, Optimiiiize Fitness

Travis Pye, Lakehouse Homestore

Chad Haller, Kelowna Concierge

Jenna Kopperson, Deville Coffee

Tina Thygesen, Mission Group

Warren Turner, Turner Group

EX-OFFICIO:

Councillor Rick Webber City of Kelowna

DKA STAFF:

Mark Burley - Executive Director

Brent Lobson - Director of Operations

Elizabeth Densmore– Administrative Assistant

Pawan Sandhu – Web & Data Coordinator

Facundo Rodriguez – Marketing & Promotion Manager

Kris Johnson— Communication & Events Manager

DOWNTOWN KELOWNA ASSOCIATION

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