

DOWNTOWN KELOWNA

20
24

ANNUAL REPORT

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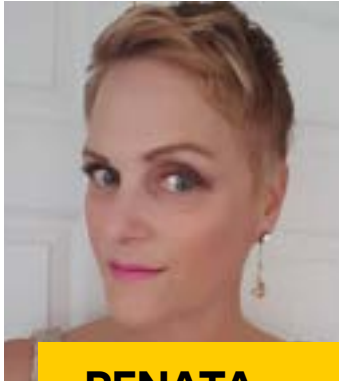


ABOUT THE ASSOCIATION

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.

MESSAGE FROM THE PRESIDENT



**RENATA
MILLS**

President

“To achieve great things, two things are needed: a plan, and not quite enough time”

- Leonard Bernstein

As my second term as President for this terrific organization draws to a close, I wholeheartedly agree with Mr. Bernstein’s sentiment. The 2024/25 year was filled with great ideas and big plans, most of which we made excellent progress on. I again had the privilege of working alongside an amazing, committed Board of Directors and a dedicated staff team to advance “great things” for the DKA membership, to whom I say a sincere “thank you”.

The important work of “future proofing” the DKA continued over the last year and included: creating a new role on the Executive Committee with the goal of ensuring continuity of knowledge and experience for the long-term

benefit of the organization and its members, updating the Board Terms of Reference to better reflect current practices, ongoing exploration of a DKA boundary expansion into Kelowna’s North End (making the DKA the second largest and one of the most influential BIA’s in B.C.), and establishing a new policy and process that would both accommodate future organizational needs, as well as protect against financial instability.

Not all work and no play, your Board also jumped on the “party bandwagon” to embrace and welcome major events in downtown Kelowna in 2025, such as the Montana’s Brier in February/March and Canadian Country Music

Week happening this September. Making sure our membership can capitalize on the expected visitors drawn by these and future major events, your Board created a special fund with the purpose of leveraging the efforts of downtown businesses during these exciting times.

Finally, in preparation for the imminent retirement of Mark Burley, your steadfast Executive Director, we also undertook the bittersweet yet crucial process of hiring a new Executive Director who would lead the DKA through its next phase. As part of the Executive Committee that hired Mark 6 years ago, I knew he was the right person at the right time for the DKA. He was also a great guy to work with during my tenure as President, and I am very appreciative of his wisdom and constant efforts on behalf of downtown Kelowna.

I look forward to many great things ahead for the Downtown Kelowna Association, and I again thank you for the privilege of serving as your President.

A handwritten signature in dark ink, appearing to read 'R. Mills', written over a light blue grid background.

RENATA MILLS

President

MESSAGE FROM THE EXECUTIVE DIRECTOR



**MARK
BURLEY**

Executive Director

The past year has been a busy one for all of us at the Downtown Kelowna Association. As all of us continue to navigate an uncertain business environment, the DKA has invested more in marketing, events and on-street safety and cleanliness. The Downtown on Call and Clean Team initiatives continue to be the envy of many downtowns in BC and across the country, evidenced by the interest we receive from other cities throughout the year.

Events initiatives proved to be not only great for foot traffic in Downtown, but also a huge demand on resources. Events are executed through the participation of all staff in the office plus volunteers. DKA events in 2024 included Block Party, Show N Shine, Meet Me on Bernard, Winter Street Market and, to a lesser extent, Small Shop Weekends.

Thursday Night Markets made their debut in May and proved to be an excellent addition to the Meet Me on Bernard initiative. In 2025 this initiative grows with more vendors and Cultural themed nights throughout the summer. We have also invested more financial resources to this as Block Party takes a hiatus for the year. Participation in Block Party has waned over the past few years and the initiative will be reviewed over the year.

It is impressive to see the residential projects either completed or close to completion change foot traffic patterns and the look and feel of Downtown as you drive into it. Once completed businesses in Downtown will only benefit from the increases they provide. Downtown is now bookended by One Water in the North and Water Street by the Park in the south. Both are truly impressive buildings.

I have decided to retire effective the AGM on June 4th. My 6 ½ years here have been both rewarding and challenging. I leave the Association with many thanks to all the employees who have made their way through the offices in their own individual career journeys. The DKA Board of Directors have always offered sage advice and had my back as we made some tough decisions through the pandemic, recurring wildfires and on-going issues on our Downtown streets. Finally, thank you to our members who take part in our initiatives and support the Downtown Kelowna Association.

It has truly been a pleasure for me to work with everyone as your Executive Director. Thank you.

A handwritten signature in dark ink, appearing to read 'Mark Burley', is placed above the printed name and title.

MARK BURLEY
Executive Director

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.



212

Property Owners
(Class 5 & 6)



1128

Businesses



1340

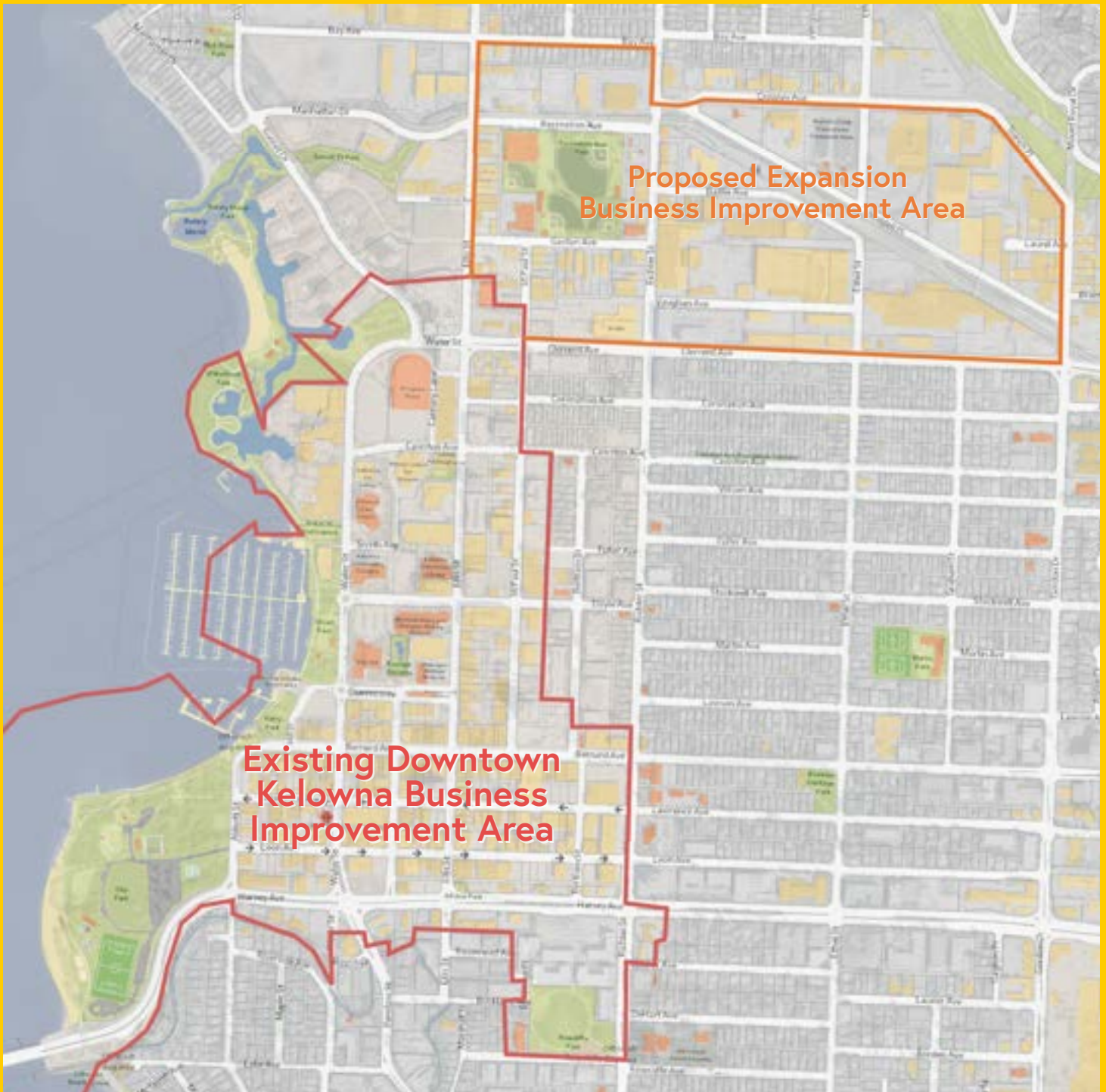
Total

MEMBERSHIP COMMUNICATIONS

In 2024, the DKA continued to make efforts to improve communications with members and the public. This included more in-person visits to businesses, follow up phone calls, and a vetting of the membership list. We continued to send out 'as needed' special bulletins about on-going challenges that affect our members like homelessness and property crime. A total of 66 notices, alerts, reminders, and Updates were sent in 2024 with a combined open rate of 53%. The Newsletter continued to be circulated at or near the beginning of each month, with a combined open rate of 64%. There was substantial growth in our main subscriber lists; the total contacts grew from 1,178 to 2,708 subscribers. We continue to face challenges with maintaining an up-to-date contact list, as there is no annual "membership renewal" process during which contact info can be verified, modified, or deleted.

BUSINESS RECRUITMENT

2025 Proposed Expansion Business Improvement Area



DOWNTOWN ON CALL

Covering a 42 square block radius, the Downtown On Call (DOC) team is trained to deal with front line issues related to safety, and helps to create a peaceful, positive social environment in Downtown Kelowna.



	2024	2023	2022
Pan Handle	29	7	6
Sleeper	1746	1658	1707
Loitering	3163	2816	2507
Busker	3	5	7
Alcohol	22	21	34
Marijuana	1	2	1
Other Drug/Dealing	15	37	49
Sex Trade Worker	0	1	1
Bylaw	20	99	167
RCMP	402	446	422
Medical First Aid	54	36	26
Ambulance Called	66	46	110
Resource Referral	3	0	4
Needle Pick Up	1145	1667	2044

CLEAN TEAM

The Downtown Kelowna Clean Team works hard to keep Downtown looking great and provides education to members on garbage and recycling initiatives. You can see the Clean Team in their blue shirts around the Downtown core. A cleaner Downtown is a better place to do business!

	2024	2023	2022
Graffiti Covered			
# of tags:	430	315	204
square metres:	520	331	225
Parkades			
Times cleaned:	3	3	11
Transit Loop			
Times cleaned:	2	2	4



WEBSITE

In 2024, the Downtown Kelowna Association continued to make meaningful strides in building a dynamic and accessible website that connects with a broader audience. Total website page views more than doubled compared to the previous year, climbing from 117,066 in 2023 to 198,416 in 2024. This growth reflects the success of our ongoing digital efforts and the increasing interest in Downtown Kelowna's events, businesses, and community initiatives.

* DOWNTOWNKELOWNA.COM

2024 TOTAL PAGE VIEWS 198,416

2023 TOTAL PAGE VIEWS 117,066

**MAJOR JUMP IN VIEWS LARGELY DUE TO NIGHT MARKET
40,000 + VIEWS OF NIGHT MARKET LANDING PAGE ALONE**

* LANDING PAGES IN ORDER OF HIGHEST VIEWS

**NIGHT MARKET | HOMEPAGE | WINTER
STREET MARKET | EVENTS PAGE | NIGHT
MARKET VENDORS | PARKING | RESTAURANTS
DOWNTOWN KELOWNA | EAT + DRINK |
DOWNTOWN AFTER 5 | THINGS TO DO IN
KELOWNA | SHOW N SHINE | SHOP | EVENT
CALENDAR | BLOCK PARTY | SMALL SHOP
WEEKEND | EXPLORE | NIGHT MARKET
REGISTRATION | CONTACT US | ABOUT US |
DOWNTOWN ON CALL**

SOCIAL & DIGITAL MEDIA

Our social media presence continues to grow steadily, with strong engagement across platforms. As we build on this momentum, we recognize the importance of evolving our strategy to keep reaching new audiences. Moving forward, we're focused on strengthening our brand identity, diversifying our content across platforms, and collaborating with local influencers. High-quality content, including video, will play a key role in elevating our presence and ensuring continued growth in a competitive digital landscape.



2024

Instagram | 33,482 followers

Facebook | 11,575 followers

2023

Instagram | 29,381 followers

Facebook | 10,938 followers

2022

Instagram | 28,201 followers

Facebook | 8,425 followers

As the DKA continues to rely heavily on digital media to keep engaged with the community, multiple campaigns were set into motion throughout the year. Below is a break down of all our total reach of each social media, digital and radio ad campaigns.

MMOB SUMMER CAMPAIGNS

Reach 249,218

PRE-MMOB CAMPAIGNS

Reach 177,935

SHOW N SHINE CAMPAIGNS

Reach 128,182

SMALL SHOP CAMPAIGNS

Reach 185,746

BLOCK PARTY CAMPAIGNS

Reach 168,384

NIGHT MARKET CAMPAIGNS

Reach 241,616

WINTER STREET MARKET CAMPAIGNS

Reach 192,586

CASTANET + KELOWNA NOW CAMPAIGNS

Reach 200K+ per campaign

EVENTS & PROMOTIONS OVERVIEW

The Downtown Kelowna Association continued to deliver high-impact events and activations that supported local businesses, encouraged community engagement, and brought thousands of people into Downtown Kelowna. Below is a summary of the year's signature events and promotions:



**SMALL
SHOP
SUPPORT
LOCAL**

- Held in April & September
- 56 businesses (April), 47 (Sept)
- Centralized prize draw entry increased efficiency
- Boosted sales and traffic across both weekends

**BLOCK
PARTY**

- July 20 | 8,000+ attendees
- Street market, DJ, live music
- Extended closures on Bernard & Pandosy for added reach
- Presented by Interior Savings and sponsored by FortisBC, Recycle BC & Westcorp



- August 17
- 12,000+ attendees | Classic cars lined Bernard & Pandosy
- 4 award categories incl. People's Choice
- Supported by Indigo & FortisBC

**THURSDAY
NIGHT
MARKET**

- Launched Summer 2024 | Kerry Park + Bernard Ave.
- Featured 80+ rotating vendors, live music, and food
- Focus on local, handmade, and small business
- Positive feedback from vendors, visitors, and businesses

**DOWNTOWN KELOWNA
WINTER
STREET MARKET
& LIGHT UP!**

- Nov 30 | 15,000+
- 40+ vendors; Photos with Santa supported by ATB Wealth
- \$2,430.95 raised for Central Okanagan Food Bank (hot chocolate sales)
- New Satellite Market in Cannery Lane; free skating, lantern making, festival food & entertainment
- Supported by ATB Wealth, BCLC, Mario's Towing, Sunbelt Rentals, Universal New Country 100.7, Kelowna's Classic Rock K96.3

**Meet
me On
Bernard**

- Ran May 19–Sept 4
- Fully managed by DKA: staffing, marketing, business liaison
- Successful Bike Valet pilot (City-led)
- Strong public response; future growth requires added investment



FINANCIALS

PROFIT AND LOSS STATEMENT

2024

Revenue | 1,588,351
Expenses | 1,645,440

2023

Revenue | 1,475,107
Expenses | 1,463,035

BOARD OF DIRECTORS & OFFICE STAFF

EXECUTIVE

Travis Pye | Lakehouse Home Store

Renata Mills | Festival Kelowna

Jaspal Dhial | GSL Group

Craig Shirra | UBC Properties

Caroline Bye | Kelowna Yacht Club

BOARD MEMBERS

Tina Thygesen | Mission Group

Jillian Povarchook | Kelowna Museum

Thomas Eaves | Pushor Mitchell

Crystal Dougan | Little Hobo

Nathan Matis | Sweat Studios

David Lindsay | Train Station Pub

Jason Wills | Venture Realty

Councillor Rick Webber | Ex-Officio, City of Kelowna

OFFICE STAFF

Mark Burley | Executive Director

Shari Warren | Administrative Assistant

Kevin Coburn | On Street Services Manager

Cassandra Wysochanskyj | Manager of Events & Marketing

Pawan Sandhu | Web & Data

DOWNTOWN KELOWNA

OFFICE HOURS

Monday to Friday | 9:00am - 4:00pm

200-287 Bernard Ave.,

Kelowna, BC V1Y 6N2

250.862.3515

DOWNTOWN ON CALL

7 Days a Week | 7:00am - 10:00pm

250.470.9058