City of Kelowna
Regular Council Meeting
AGENDA

Monday, April 8, 2019

9:00 am

Knox Mountain Meeting Room (#4A)

City Hall, 1435 Water Street

			Pages
1.	**Call to Order**		
2.	**Confirmation of Minutes**		3 - 5
	Regular AM Meeting - April 01, 2019		
3.	**Reports**		
3.1	**STPCO Update and Regional Transportation Plan - Options Development Workshop**	60 m	6 - 43
	To provide Council with an update on the Regional Transportation Plan and to conduct an Options Development Workshop with Council to collect feedback on early draft options identified through technical analysis and stakeholder feedback, prior to the next spring public engagement.		
3.2	**Active Living and Culture Grant Policy Review**	45 m	44 - 67
	To provide Council with an overview of a policy review and proposed policy frameworks for grant programs within the Active Living & Culture Division.		

4. Resolution Closing the Meeting to the Public

THAT this meeting be closed to the public pursuant to Section 90(1) (c),(e), and (k)of the Community Charter for Council to deal with matters relating to the following:

- labour relations or other employee relations;
- acquisition, disposition or expropriation of land or improvements; and
- provision of a municipal service

5. Adjourn to Closed Session

6. Reconvene to Open Session

7. Issues Arising from Correspondence & Community Concerns

7.1 Mayor Basran, re: Issues Arising from Correspondence 30 m

8. Termination

City of Kelowna

Regular Council Meeting

Minutes

Date:	Monday, April 1, 2019
Location:	Knox Mountain Meeting Room (#4A) City Hall, 1435 Water Street
Members Present	Mayor Colin Basran, Councillor Maxine DeHart, Ryan Donn, Gail Given, Charlie Hodge, Brad Sieben, Luke Stack and Loyal Wooldridge
Members Absent	Councillor Mohini Singh
Staff Present	City Manager, Doug Gilchrist; Deputy City Clerk, Karen Needham, Infrastructure Engineering Manager, Joel Shaw*; Park and Landscape Planner, Melanie Steppuhn*; Divisional Director, Infrastructure, Alan Newcombe*; Divisional Director, Financial Services, Genelle Davidson*; Acting Divisional Director, Community Planning & Strategic Investments, Derek Edstrom*; Integrated Transportation Department Manager, Rafael Villarreal Pacheco*; OCP Project Planner, Robert Miles*; Financial Analyst, Chris Gregson*; Legislative Coordinator (Confidential), Arlene McClelland*; Legislative Coordinator (Confidential), Clint McKenzie
Guests Present	Joel Short, Consultant, Urban Systems

(* denotes partial attendance)

1. Call to Order

Mayor Basran called the meeting to order at 9:04 a.m.

2. Confirmation of Minutes

Moved By Councillor Wooldridge/Seconded By Councillor Given

(R0337/19/04/01) THAT the Minutes of the Regular AM Meeting of March 25, 2019 be confirmed as circulated.

Carried

3. Resolution Closing the Meeting to the Public

Moved By Councillor Stack/Seconded By Councillor Wooldridge

(R0338/19/04/01) THAT this meeting be closed to the public pursuant to Section 90(1) (a) and (k) and Section 90(2) (b) of the Community Charter for Council to deal with matters relating to the following:

- Committee Appointment
- Provision of a Municipal Service
- Confidential Negotiations with First Nations

Carried

4. Adjourn to Closed Session

The meeting adjourned to a closed session at 9:08 a.m.

5. Reconvene to Open Session

The meeting reconvened to an open session at 11:10 a.m.

The meeting recessed at 11:10 a.m.

The meeting reconvened at 11:20 a.m.

6. Reports

6.1 Infrastructure Funding Options

Staff:
- Introduced Joel Short from Urban Systems as the consultant that worked with the City to complete the Infrastructure Options report.

- Displayed a PowerPoint presentation outlining and prioritizing the infrastructure funding options and responded to questions from Council.

Council:
- Discussion ensued over the pros and cons of each option with the reduction of the infrastructure deficit being key with the status quo no longer being an option.

- Highlighted the need to keep the communication to the public of the implementation plan for future funding options clear and straightforward.

Staff:
- Confirmed that Parks DCC planning is in process and scheduled to be presented at the May 13th Council meeting. A subsequent presentation to UDI on May 15th is also scheduled.

Moved By Councillor Donn/Seconded By Councillor Sieben

(R0339/19/04/01) THAT Council receives, for information, the report from the Infrastructure Engineering Manager dated April 1st 2019, with respect to infrastructure funding options available to local governments.

AND THAT Council directs staff to review further and prioritize the following options:

- Parks Improvement DCC (Parks Development Funding already in progress)
- Storm Drainage DCC
- Storm Drainage Utility
- Fees and Charges Review
- Community Amenity Contribution & Density Bonusing
- Partnerships

AND THAT Staff report back with an implementation plan for the chosen funding options.

Carried

The meeting adjourned at 12:22 p.m.

The meeting reconvened at 4:31 p.m.

6.2 STPCO Update and Regional Transportation Plan – Options Development Workshop

Moved By Councillor Donn/Seconded By Councillor Dehart

(R0340/19/04/01) THAT item 6.2 be deferred to the April 8, 2019 Council meeting.

Carried

7. Issues Arising from Correspondence & Community Concerns

There were no items.

8. Termination

The meeting was declared terminated at 4:32 p.m.

Mayor Basran

Deputy City Clerk

kn/cm

DRAFT

Report to Council

Date:	April 1, 2019
File:	1410-40
To:	City Manager
From:	Strategic Transportation Planning Manager
Subject:	STPCO Update and Regional Transportation Plan – Options Development Workshop

Recommendation:
THAT Council receives, for information the report from the Strategic Transportation Planning Manager, dated April 1, 2019, with respect to an Options Development Workshop for the Regional Transportation Plan (Connecting Our Region).

Purpose:
To provide Council with an update on the Regional Transportation Plan and to conduct an Options Development Workshop with Council to collect feedback on early draft options identified through technical analysis and stakeholder feedback, prior to the next spring public engagement.

Background:
The Regional Transportation Plan is a long-range plan that will help shape the future of the Central Okanagan region by identifying the transportation investments that will be needed over the next 20 years.

Transportation across the region provides a vital connection to jobs, markets, health care, education, recreation, shopping, emergency services and family and friends.

By 2040, population in the Central Okanagan is expected to increase by 38% (almost 77,000 new residents). The issues affecting all of our communities – economic competitiveness, air quality, climate change, goods movement, emergency response, public health and quality of life, are all directly impacted by the transportation choices we make today. Future population growth provides both a challenge and an opportunity to find more economically and environmentally responsible ways to move goods and people across our region.

By working collaboratively, we can ensure that regional transportation supports a strong economy and quality of life in the Central Okanagan, both now and into the future.

In the summer of 2018, after visioning workshops with all the Councils in the region, the STPCO Local Government Advisory Board, representing the partnering local governments and consisting of the

Mayors, the Chief of the Westbank First Nation and the Chair of the Regional District of the Central Okanagan confirmed the following vision for the Regional Transportation Plan:

"A transportation system that connects people to regional destinations within the Central Okanagan and beyond, supporting and enhancing the region's economy, social networks, and natural ecosystem."

This Council workshop will provide an update on the progress of the Regional Transportation Plan and present several examples of high-level options to Council. Council will be invited to provide feedback on the example options and generate ideas for additional options prior to the next round of public engagement.

Coordination with Other Long-Range Planning Efforts:
The Regional Transportation Plan is being coordinated with the Kelowna Transportation Master Plan (TMP), the Kelowna Official Community Plan (OCP), the Okanagan Gateway Transportation Study (OGTS), and the Central Okanagan Planning Study (COPS), among other current long-range planning efforts. Any prioritized options for regional transportation programs and investments that are made in the Regional Transportation Plan will be coordinated with these other long-range plans.

Next Steps:
The project team is working to finalize the existing and future conditions report and is preparing for spring public engagement activities, which will include both in-person and online opportunities for public input. Specifically, a "World Café" style half-day event is being planned for April 24th that will provide the public and key stakeholders with the opportunity to discuss how we connect our region and the draft options identified so far for consideration. Information on how the Regional Transportation Plan is being coordinated with other current long-range planning efforts will be included in the public engagement.

After the engagement period, the options will be refined and then evaluated to determine alignment with the Vision and Goals previously identified for the Regional Transportation Plan. The next phase of the plan will include the development of a governance and financial strategy for plan implementation, prior to development of the final plan (anticipated in spring 2020). Consultation will continue to take place throughout each phase of the planning process.

Internal Circulation:
Communications Advisor
Policy and Planning Department Manager
Transportation Planner

Considerations not applicable to this report:
Legal/Statutory Authority
Legal/Statutory Procedural Requirements
Existing Policy
Financial/Budgetary Considerations
Personnel Implications
External Agency/Public Comments
Communications Comments
Alternate Recommendation

Submitted by: M. VanZerr, Strategic Transportation Planning Manager

Reviewed and approved by: R. Villarreal, Integrated Transportation Department Manager

Approved for inclusion: R. Parlane, Acting Divisional Director, Infrastructure

Attachment 1 - Regional Transportation Plan Presentation

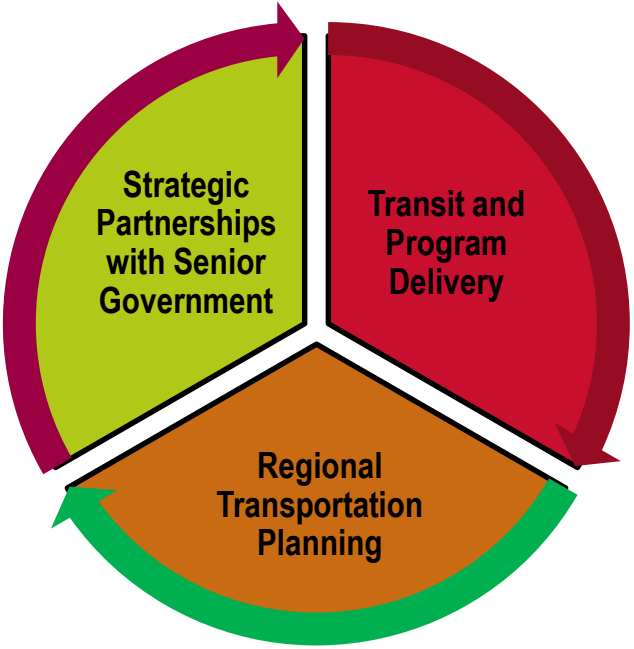
cc: Divisional Director, Infrastructure
Divisional Director, Corporate Strategic Services
Divisional Director, Community Planning & Strategic Investments

Regional Transportation Plan

Options Development Workshop
April 1st 2019

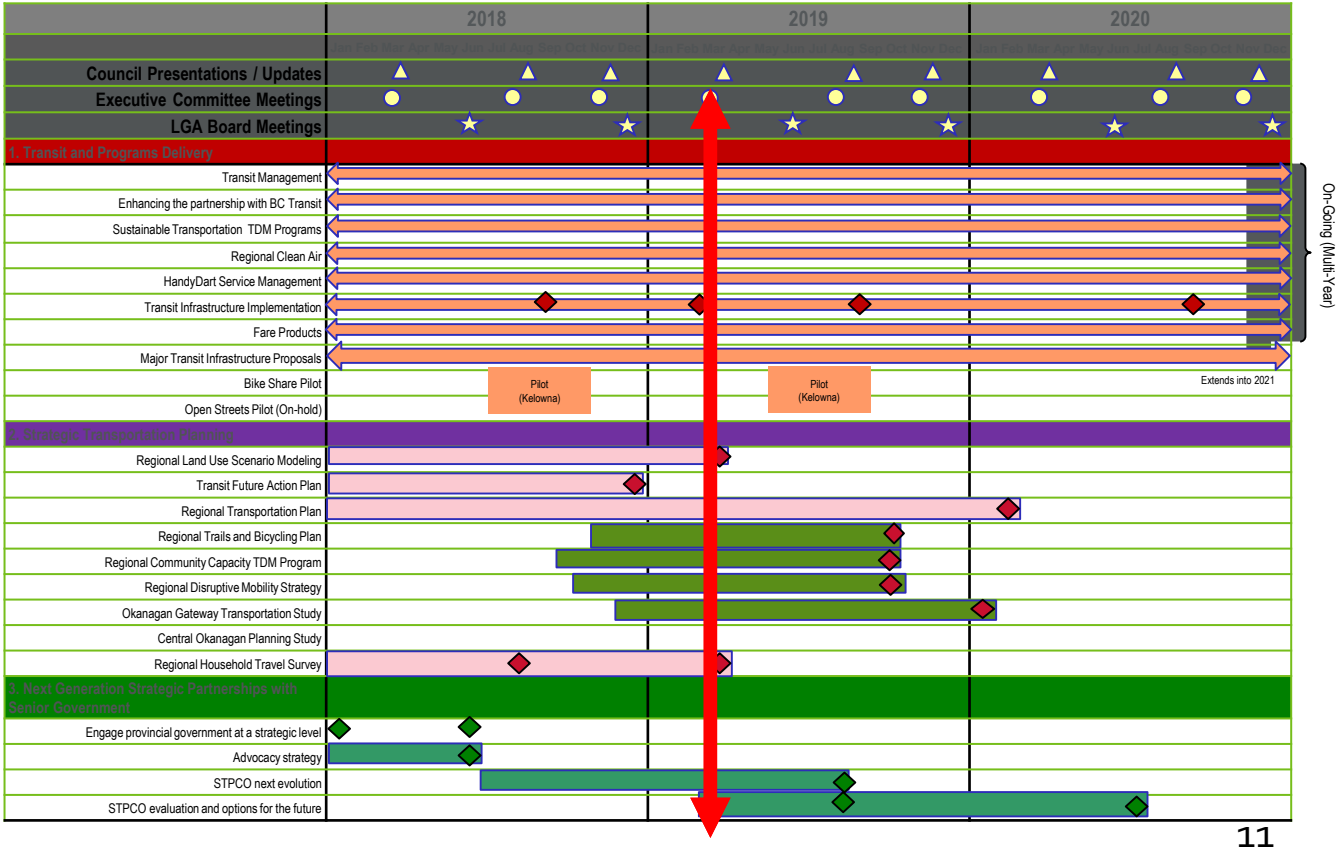
smartTRIPS

STPCO Update



smartTRIPS

STPCO Work Plan Reporting and Schedule
2018-2020



2018 End of year report

smartTRIPS

Connecting Our Region

Our first region-wide transportation plan

smartTRIPS

2019 Work Plan (Selected Items)

1. Operating ongoing functions
2. Newsletters and communications coordination
3. Regional Transportation Plan
   i. Overall plan
   ii. Trails and bicycling
   iii. Disruptive mobility
4. Bikeshare regionalization
5. Household Travel Survey
6. Okanagan Gateway
7. STPCO evolution

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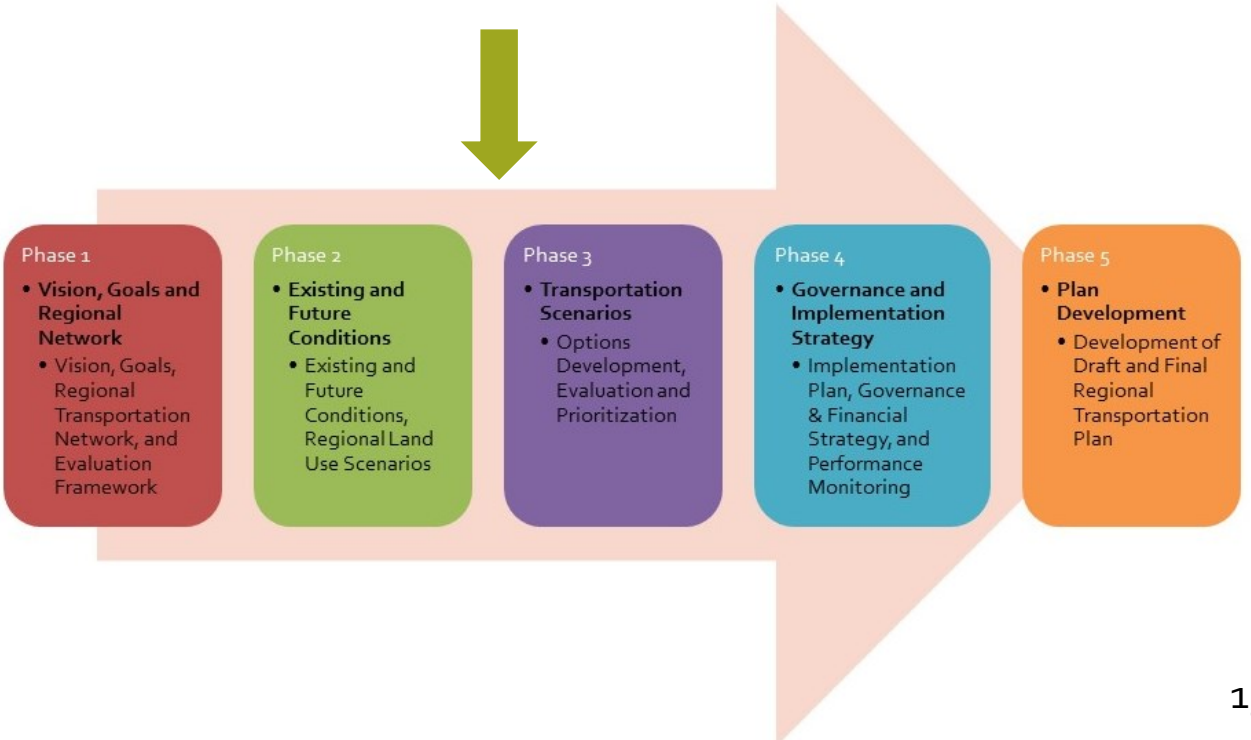
Agenda

1. **Existing and Future Conditions DRAFT**
2. **Options Development Workshop**
3. **Spring Public Engagement - Update**

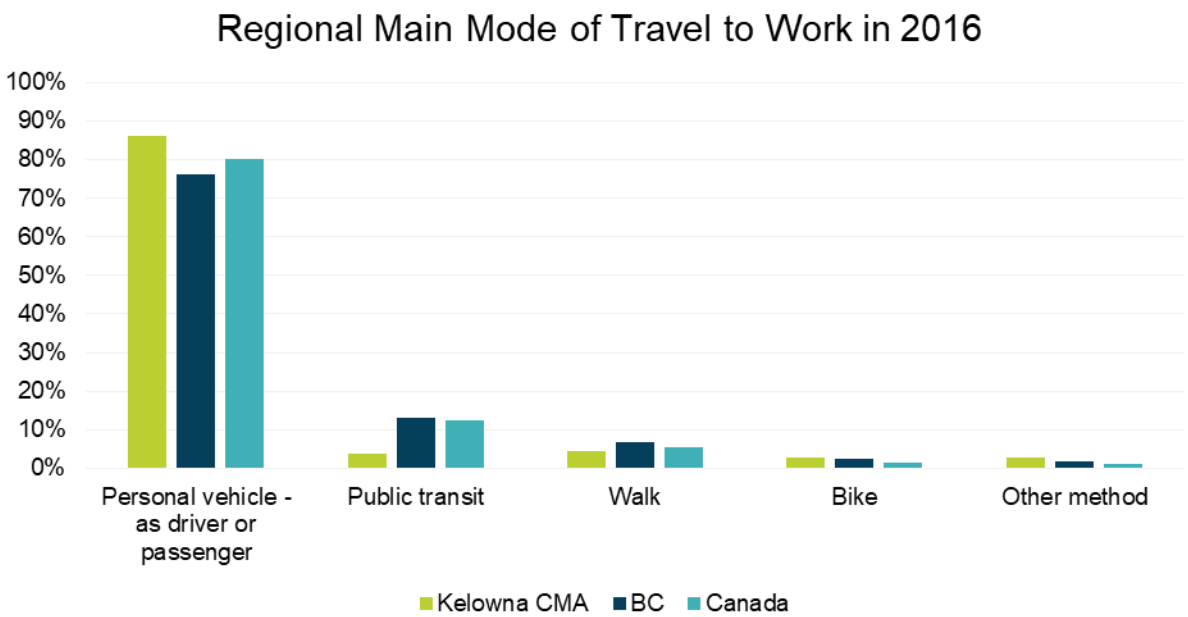
Regional Transportation Plan - Schedule

We are here

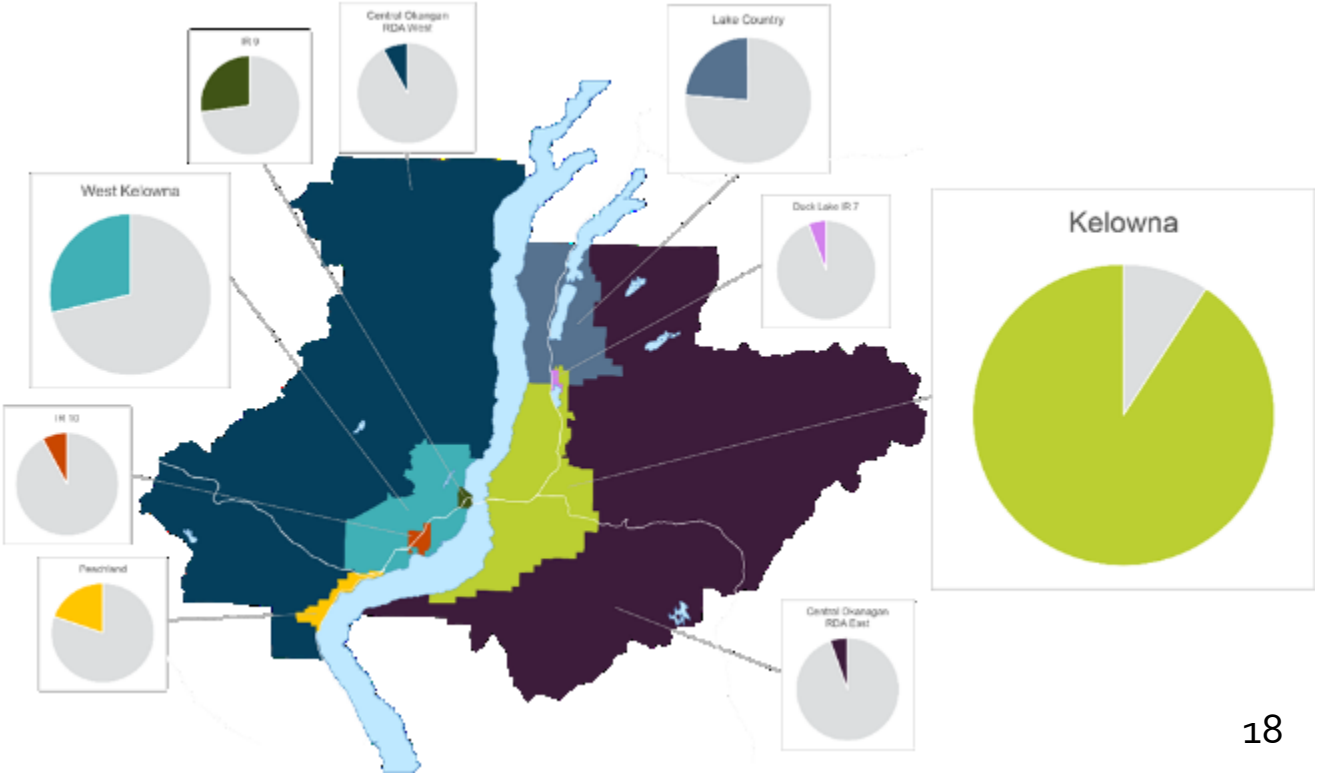


Existing and Future Conditions

Current Commuting Patterns

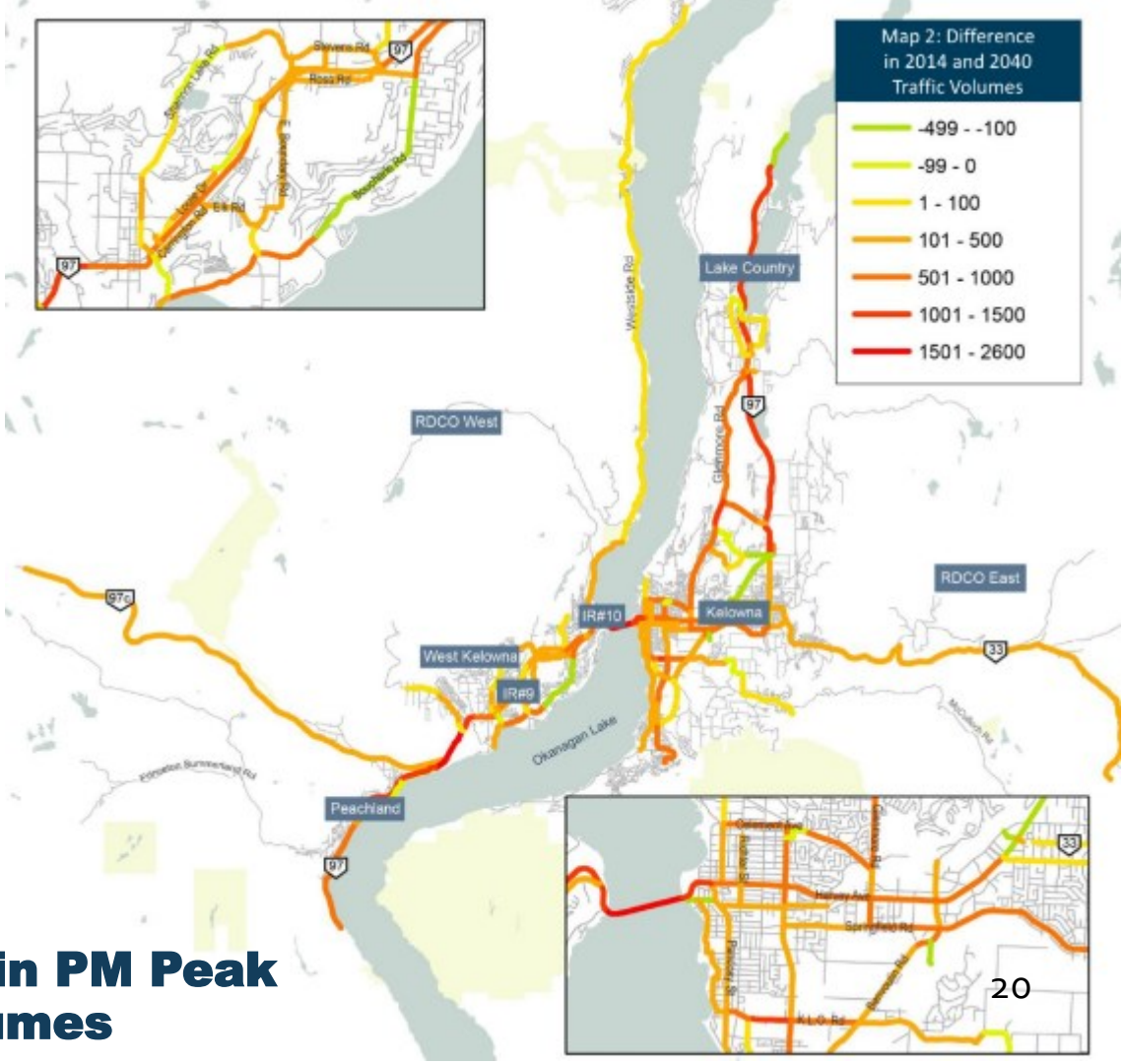


Self-Contained Commute Trips (2016)



Regional Metrics – Existing vs. 277K BAU

Metric	Existing Peak Hour		Future Peak Hour		% Change	
	AM	PM	AM	PM	AM	PM
Total Vehicle Kilometres Travelled (VKT)	353,700	419,600	476,502	614,893	+35%	+47%
Total Vehicle Hours	7,290	8,860	11,087	15,414	+52%	+74%
Average Travel Speed (km/h)	48.5	47.3	43.0	39.9	-11%	-16%
Average Trip Length (km)	8.9	9.9	9.03	9.41	+1%	-5%

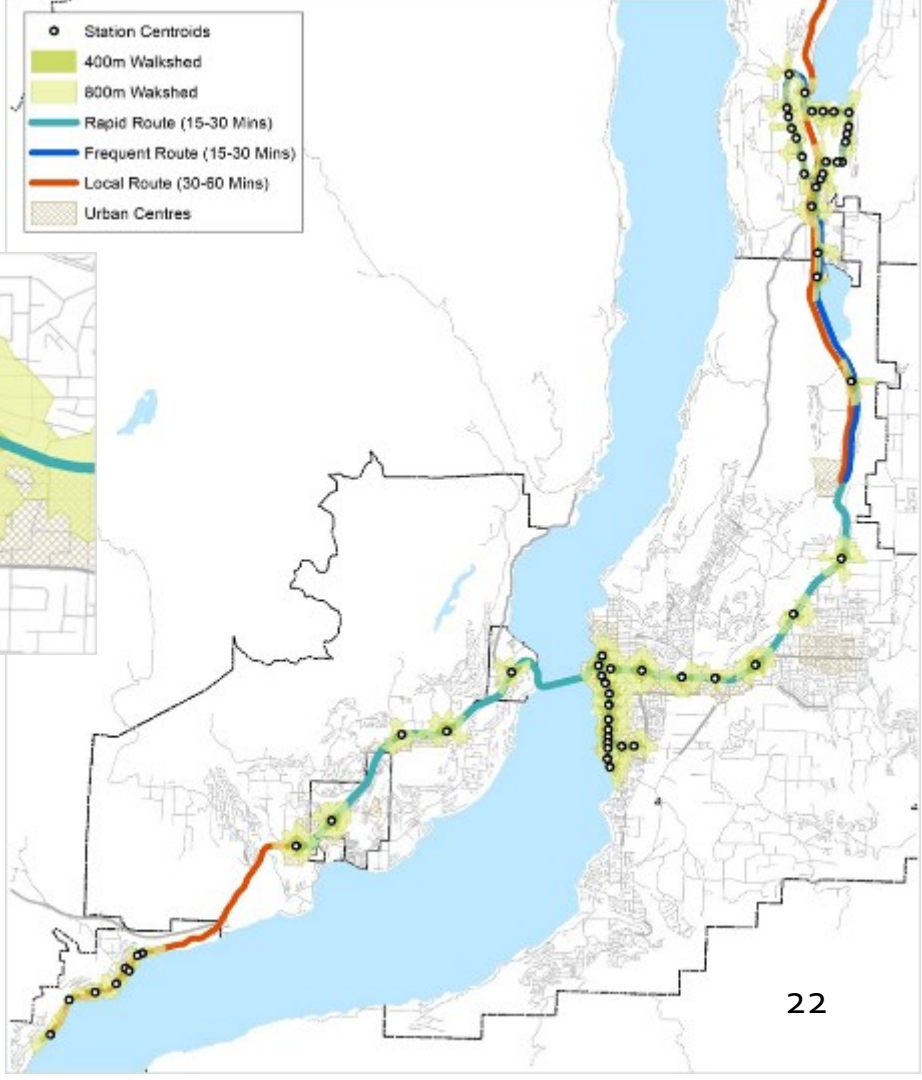


Changes in PM Peak Hour Volumes

Future Transit Services

- **Transit Future Plan / Action Plan**
  - Rapid Network – continuation of RapidBus between West Kelowna and UBCO
  - Frequent Network – growing service frequency and the span of service to meet guidelines outlined in the Transit Future Plan
  - Kelowna
    - Rutland Network Restructure
    - Expand Service to the Airport: Solutions include extending hourly service to the airport on the RapidBus. This improvement could also align with the long-term option of extending the RapidBus to Lake County.
    - Introduce Services to the Redeveloping Landmark District
    - Upper/Lower Mission Restructure
  - West Kelowna
    - Potential future service to developing areas in/around Gellatly Rd south
  - Lake Country
    - Extend RapidBus service to Lake Country if transit supportive development continues and is sufficient to support higher order transit.

Regional Transit Walksheds

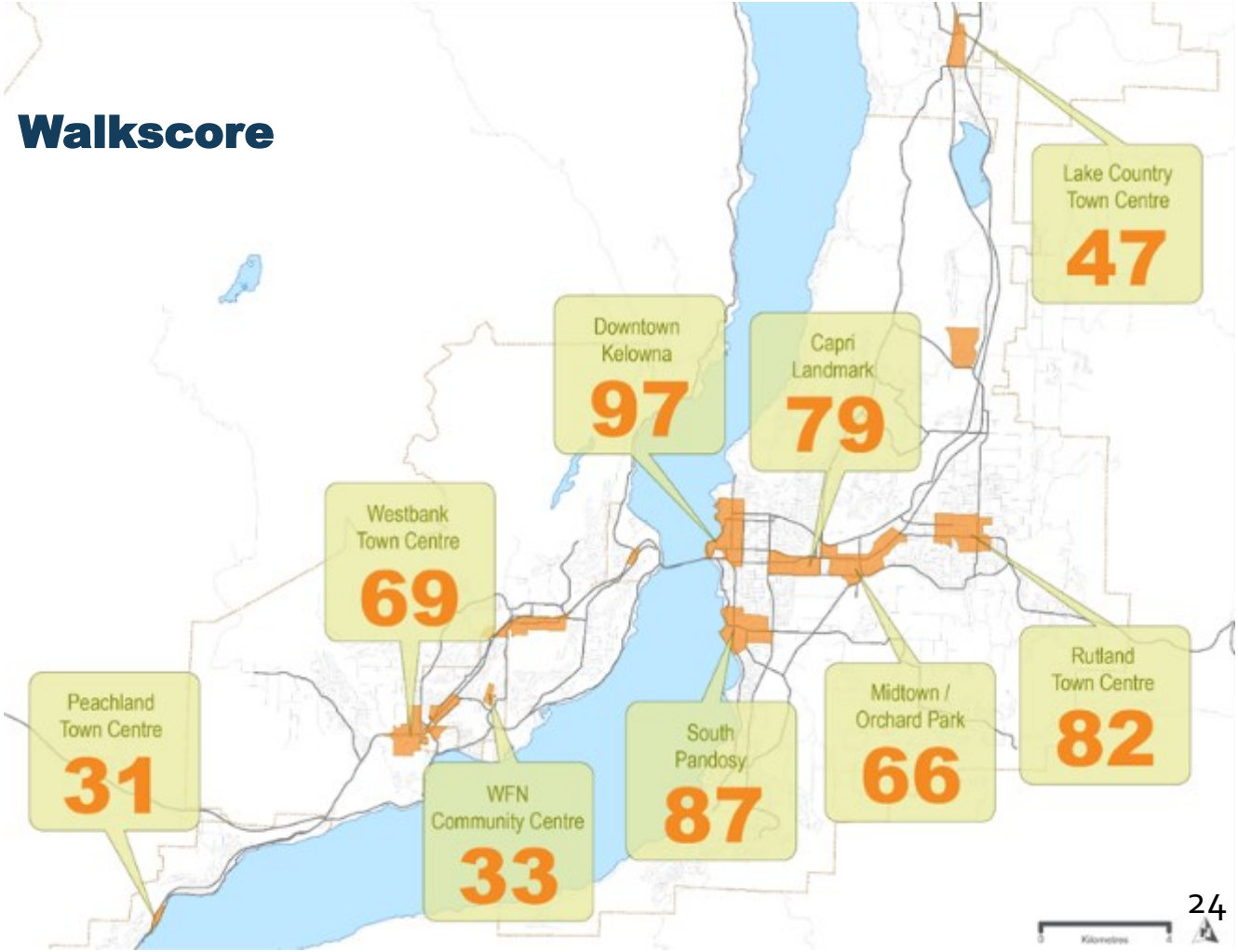


Urban Activity Within Walksheds*

Distance from Stop Centroid	Current Population (2014)	Future Population Horizon (277K pop.)	% Increase	Current Employment (2014)	Future Employment (277K population)	% Increase
0-400m Walkshed	8,920	20,356	**128%**	12,322	24,930	**102%**
400-800m Walkshed	16,163	24,875	**54%**	17,670	26,546	**50%**
Total	25,083	45,231	**80%**	29,992	51,477	**72%**

*Note: This is based on preliminary analysis and needs to be updated to reflect more refined growth scenarios

Walkscore


Lake Country
Town Centre
47
Downtown
Kelowna
97
Capri
Landmark
79
Westbank
Town Centre
69
Peachland
Town Centre
31
WFN
Community Centre
33
South
Pandosy
87
Midtown /
Orchard Park
66
Rutland
Town Centre
82

Options Workshop

Draft Options Generation

Strategy Development Process

Issues and Considerations

- Identified through:
  - Technical evaluation
  - Historical studies and reports
  - STPCO committees
  - Public and Stakeholders

Targeted Options

- Projects
- Policies
- Programs

Comprehensive Scenarios

- "Mix 'n match" targeted options
- Comprehensive, including all themes, but with varying levels of priority

Themes for Strategy Development

Transit
- Frequent service
- Higher order transit
- “Last mile” connections
- Shuttle services

Land Use Proximity/Density
- Concentration of activities and services
- Service or Mobility hubs
- Land Use Policy

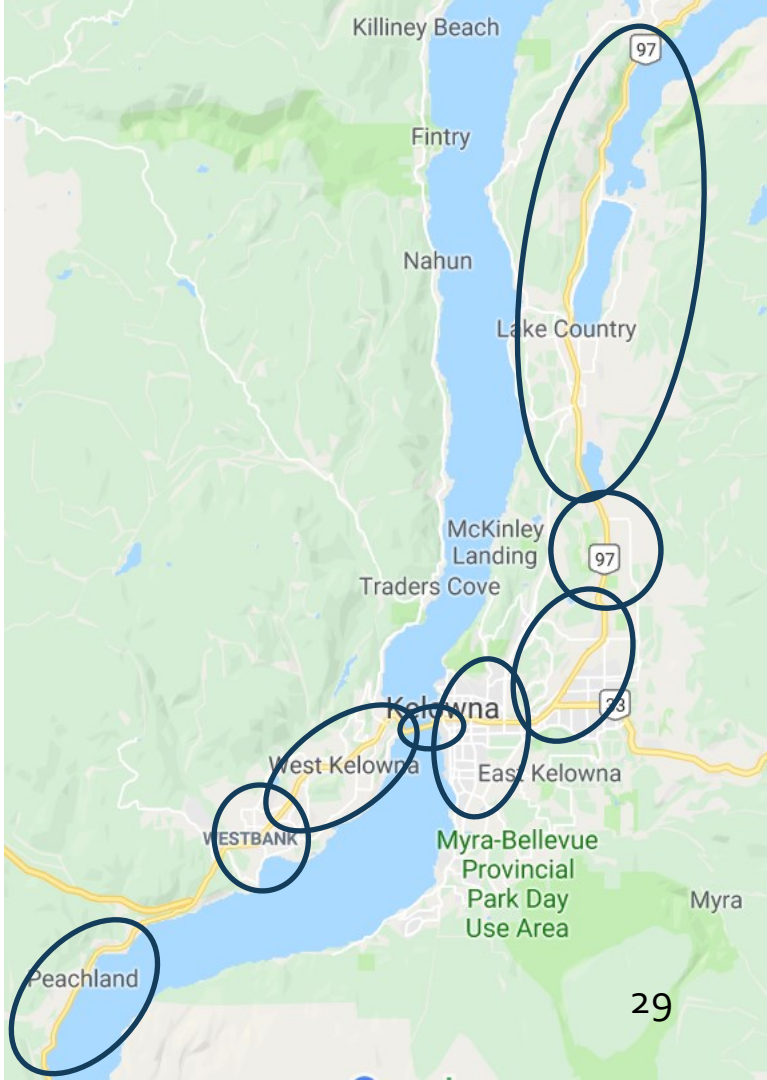
Active Transportation
- Separated facilities
- Multi-modal trip support
- Connected networks
- Regional bike share
- End of trip facilities

Trip Reduction / Elimination
- Parking supply and pricing
- Co-working / telecommuting
- Regional development assessments
- Timing of trips

Vehicle Efficiency
- Connected network
- Focus on congested locations
- Managed lanes
- Pricing strategies
- Carshare, rideshare, ridehailing

Overview map

- Focus Areas:
  - Connecting Lake Country and beyond
  - Connecting the Okanagan Gateway
  - Connecting the “hourglass”
  - Connecting downtown Kelowna and regional destinations south of Highway 97
  - Connecting across the lake
  - Connecting the Westside
  - Connecting the Westbank Town Centre
  - Connecting Peachland and the south



Common Issues

- Lack of network redundancy
- Intra-regional connectivity
- Unbalanced land uses
- Unbalanced trip patterns (direction and time)
- Car dependency, lack of transportation options
- First/last mile between transit and home
- Lack of transportation options, car dependency
- Multimodal access to regionally significant destinations and activity hubs
- Highway acts both as a connector and as a barrier

Connecting Lake Country and Beyond

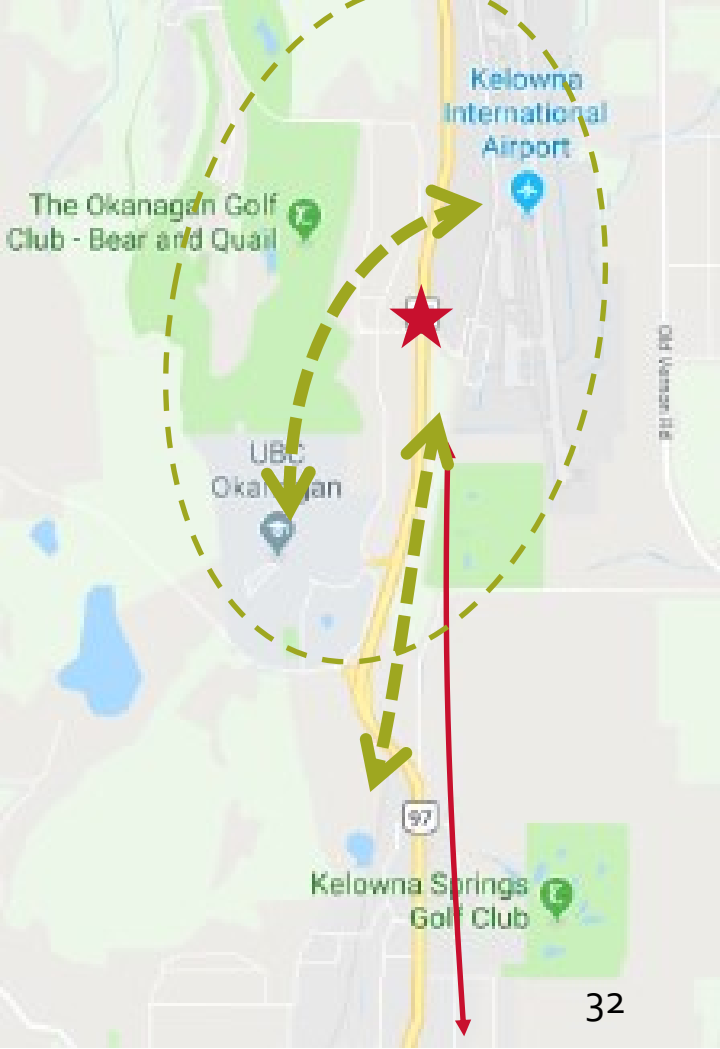
Examples of Options for Consideration

- Current BC MoTI projects:
  - Glenmore / Beaver Lake
  - Highway improvements – Lake Country
- Expanded Transit to Lake Country
  - RapidBus extension to Lake Country
  - Glenmore Road transit
- Improved transit connection with Vernon
- Jim Bailey Road connection
- Glenmore Road
  - Targeted enhancements
  - Safety improvements
  - Active transportation facilities
- Other ideas?

Connecting the Okanagan Gateway

Examples of Options for Consideration

- Acland-Bulman connection
- Improved Hwy 97 / airport access
- RapidBus extension to airport
- Internal Gateway connectivity
- Shared use of the former rail corridor
- Other ideas?

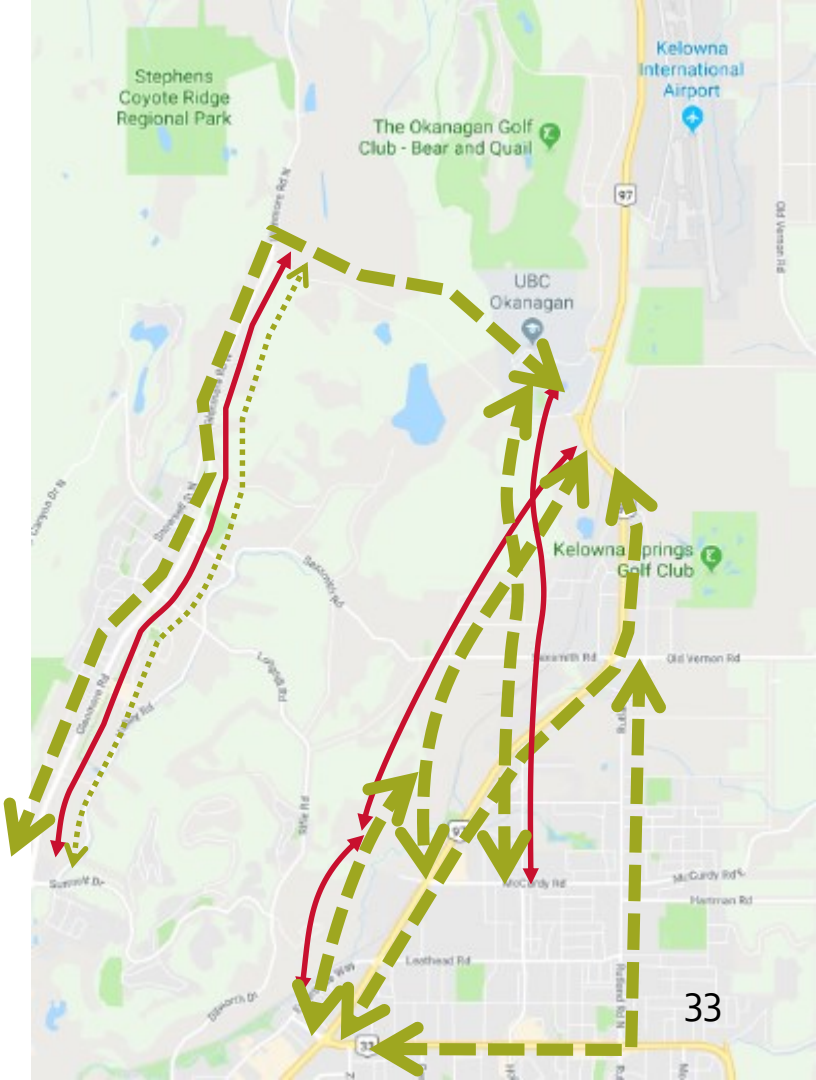


Connecting the Hourglass (East)

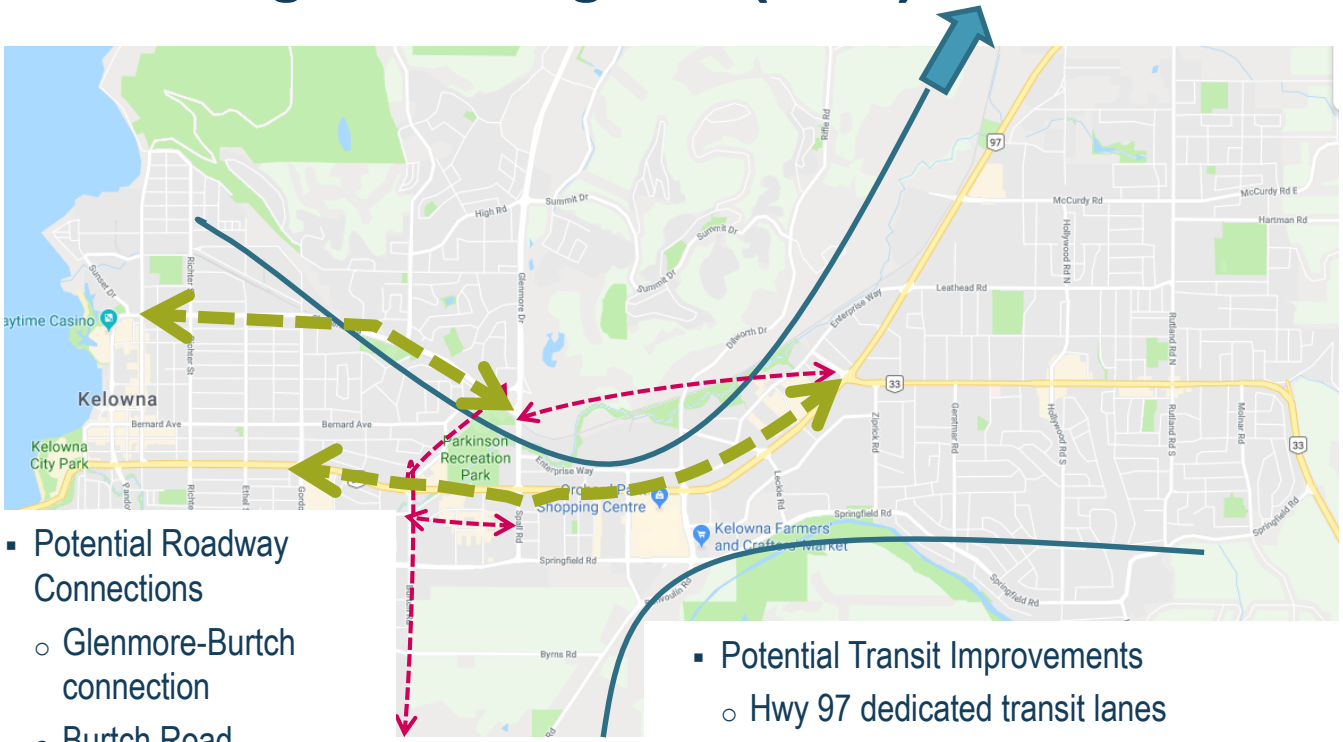
Examples of Options for Consideration

- Potential Roadway Improvements
  - Glenmore Road capacity improvements
  - Central Okanagan Multimodal Corridor (COMC)
    - Hwy 33 to McCurdy
    - McCurdy to UBCO
  - Hollywood Road extension
- Potential Transit Improvements
  - Hwy 97 dedicated transit lanes (shoulder or median)
  - Glenmore Road / John Hindle Drive
  - COMC transit priority or dedicated lanes
  - Hollywood Road extension and transit priority
  - Hwy 33 / Rutland Road transit priority
- Potential Active Transportation Improvements
  - Glenmore Road active transportation

- Other ideas?



Connecting the "Hourglass" (West)



- Potential Roadway Connections
  - Glenmore-Burtch connection
  - Burtch Road extension
  - COMC – Hwy 33/Clement

- Potential Transit Improvements
  - Hwy 97 dedicated transit lanes
  - COMC /Clement RapidBus
  - COMC /Clement dedicated Transitway
  - Other ideas?

Connecting Kelowna Core and South of Highway 97

Examples of Options for Consideration

- Pandosy and/or Richter transit improvements
- Ethel active transportation connection
- Other ideas?

Connecting Across the Lake

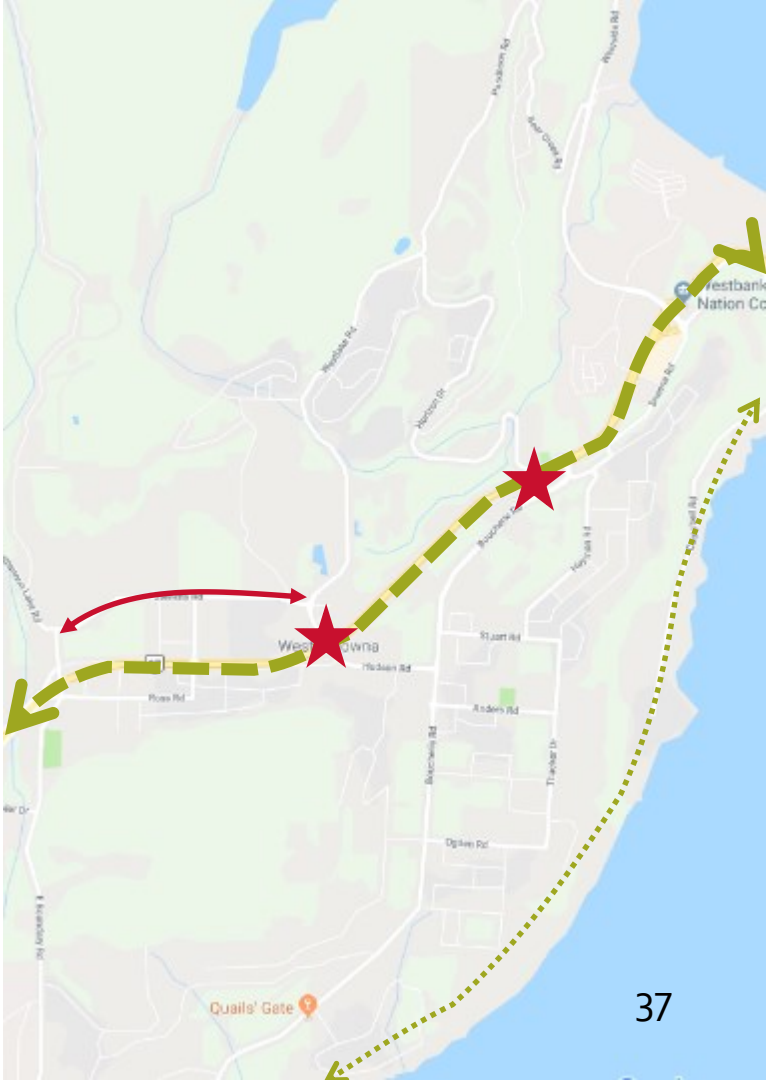
Examples of Options for Consideration

- Reversible contra-flow lane
- Reversible contra-flow lane: dedicated transit
- New dedicated shoulder transit lane
- Very high frequency bus across lake combined with first/last mile options
- Water taxi / ferry
- Other ideas?

Connecting the Westside

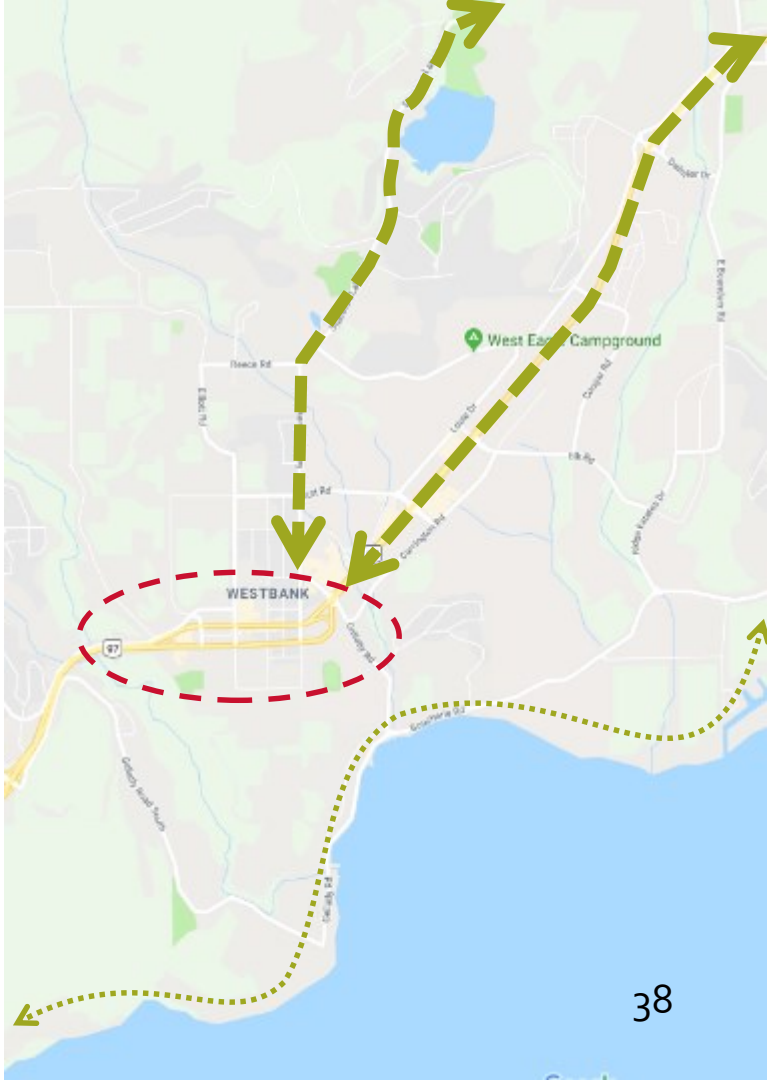
Examples of Options for Consideration

- Current BC Current BC MoTI projects:
  - Interchanges (in planning / design by MoTI)
- Stevens Road capacity expansion
- Highway 97 dedicated transit lanes
- First/last mile connections to transit
- Westside Trail
- Other ides?



Connecting Westbank Town Centre

- Current BC Current BC MoTI projects:
  - Couplet – option for local network reconfiguration in response to MoTI planning
- Strengthen transit connections
  - Old Okanagan Highway / Shannon Lake Road transit priority
  - Highway 97 bus lanes or transit shoulder running
  - First/last mile options – e.g. park and rides, mobility hubs, etc
- Westside Trail
- Other ideas?



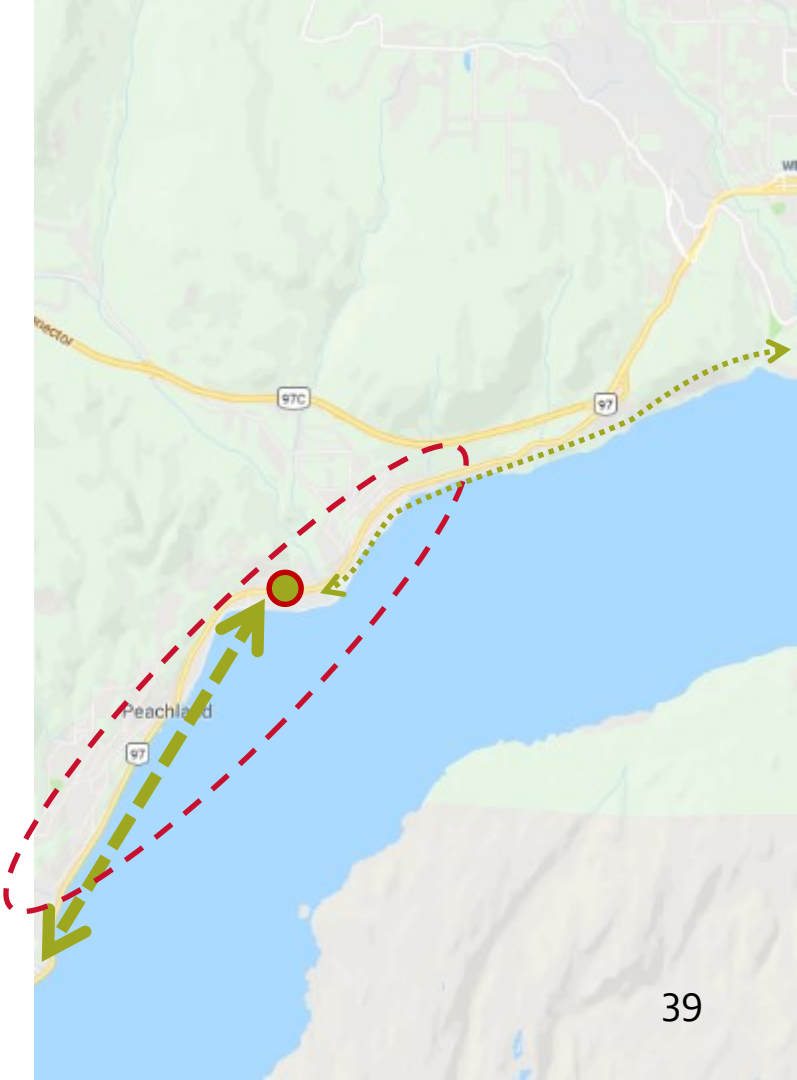
Connecting Peachland and the South

Examples of Options for Consideration

- Current BC MoTI projects:
  - Redefinition of local network and highway connections

- Transit connections to the south
- Transit hub
- First/last mile options – e.g. park and rides, mobility hubs, etc
- Westside Trail

- Other ideas?



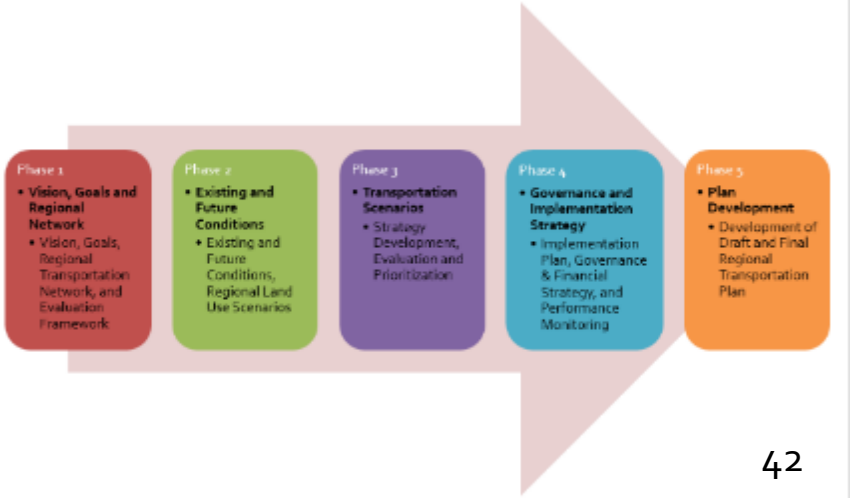
Policy, Programs and Partnerships Options for Consideration

- Local Connections to Frequent / Rapid Transit and Urban Centres
- Multi-modal integration
- Travel Demand Management
- Pricing Incentives / Disincentives
- Partnerships

Next Steps

Next Steps

- Spring public engagement
  - In-person and online opportunities
- Option Evaluation
  - Alignment with RTP Vision and Goals
  - Public input
- Implementation Plan
  - Governance
  - Funding



Let's Talk Transportation!

RSVP: connectingourregion.eventbrite.com

- April 24th at the UBCO Ballroom (UNC200)
- Will combine with Okanagan Gateway Transportation Study
- Discussion and dialogue on draft options

Report to Council

Date:	April 8, 2019
File:	0160-20
To:	City Manager
From:	Sandra Kochan, Partnership Manager
Subject:	Active Living and Culture Grant Policy Review

Recommendation:

THAT Council receives for information the report from the Partnership Manager dated April 8, 2019 regarding proposed changes to Active Living & Culture grant policies and programs.

AND THAT Council endorses the proposed frameworks for community grants and event support as presented in the report from the Partnership Manager dated April 8, 2019, as a basis for new policies to be prepared for Council approval.

Purpose:

To provide Council with an overview of a policy review and proposed policy frameworks for grant programs within the Active Living & Culture Division.

Background:
A previous workshop in 2018 introduced information about a proposed new policy framework for Community Grants.

The rationale for, and benefits of, the policy review and proposed new Community Grants framework are motivated by improvements in service delivery. Some of the anticipated benefits of the new approach are:

-establishing values and standards for good practices in the creation and administration of grant programs;
-clarifying and simplifying procedures and processes for both program administrators and grantees; and
-enabling consistent monitoring, evaluation and reporting regarding the benefit and impact of Active Living & Culture grant programs.

The Community Grant framework, including a Council Policy and Administrative Guidelines, encompasses four focus areas for the City's support of community organizations, through a range of programs administered by the Active Living & Culture Division:

- Community and Social Development
- Arts, Culture and Heritage
- Capacity Building
- Community Sport Delivery

The second workshop is focused on proposed changes to the policy and program framework for the City's support of, and investment in, events.

A range of sport, culture and entertainment festivals and events in Kelowna will:

- Enhance the vibrancy and quality of life in Kelowna;
- Provide athletic, recreational and creative activities for both residents and visitors;
- Foster community development, inclusion and cohesion;
- Generate a positive impact in the local economy, including tourism and hospitality; and
- Contribute to the attraction of businesses and workers.

Through a proposed new framework for providing service and financial support to festivals and events, the City can enable attraction, retention and sustainability of high-quality events which deliver the benefits listed above, and stimulate additional funding from other private and public sources.

After receiving Council's feedback on the proposed framework(s), staff will, in the coming weeks, prepare a report for Council consideration of new and revised policies, and related changes.

Internal Circulation:
Communications Advisor
Deputy City Clerk
Active Living & Culture Management Team
Payroll & Internal Controls Manager

Considerations not applicable to this report:
Legal/Statutory Authority
Legal/Statutory Procedural Requirements
Existing Policy
Financial/Budgetary Considerations
Personnel Implications
External Agency/Public Comments
Communications Comments
Alternate Recommendation

Submitted by:
S. Kochan, Partnership Manager

Approved for inclusion: Jim Gabriel, Division Director, Active Living & Culture

cc:

Communications Advisor
Deputy City Clerk
Active Living & Culture Management Team
Payroll & Internal Controls Manager

Active Living & Culture Grant Policy Review

Council Workshop April 8, 2019

2015-2017	Streamlining Standardizing	New/expanded programs $ re-allocation
2017-2018	Planning Drafting	Council Workshop #1 re: Community Grants
2019	Finalizing	Workshop #2 re: Event Grants Policy approval

Current ALC grant structure

Community & Neighbourhood	Arts, Culture & Heritage	Capacity Building	Sport & Event
• Social Dev't ** Policy 218 + 360 • Youth Dev't * No policy • Neighbourhood* No policy	• Gen Operating** • Project** • Prof Operating** • Community Art* • Heritage Building Grants** All Policy 274 • Sister Cities * Policy 355	• Emergency** Policy 218 • Grants in Aid** Policy 058 • Org Dev't * No policy	• Ath Excellence* Policy 333 • Sport Education* Policy 349 • Sport Event Dev* Policy 298 • Comm Sport Delivery* No policy • Strategic Event Fund** & Offset* No policy
$207,000	$361,800	$30,000***	$169,000

* administered by staff / ** Council information or approval / *** plus reserves / $ 2018 budget.

$767,800

17 programs

8 policies

5 programs guidelines only

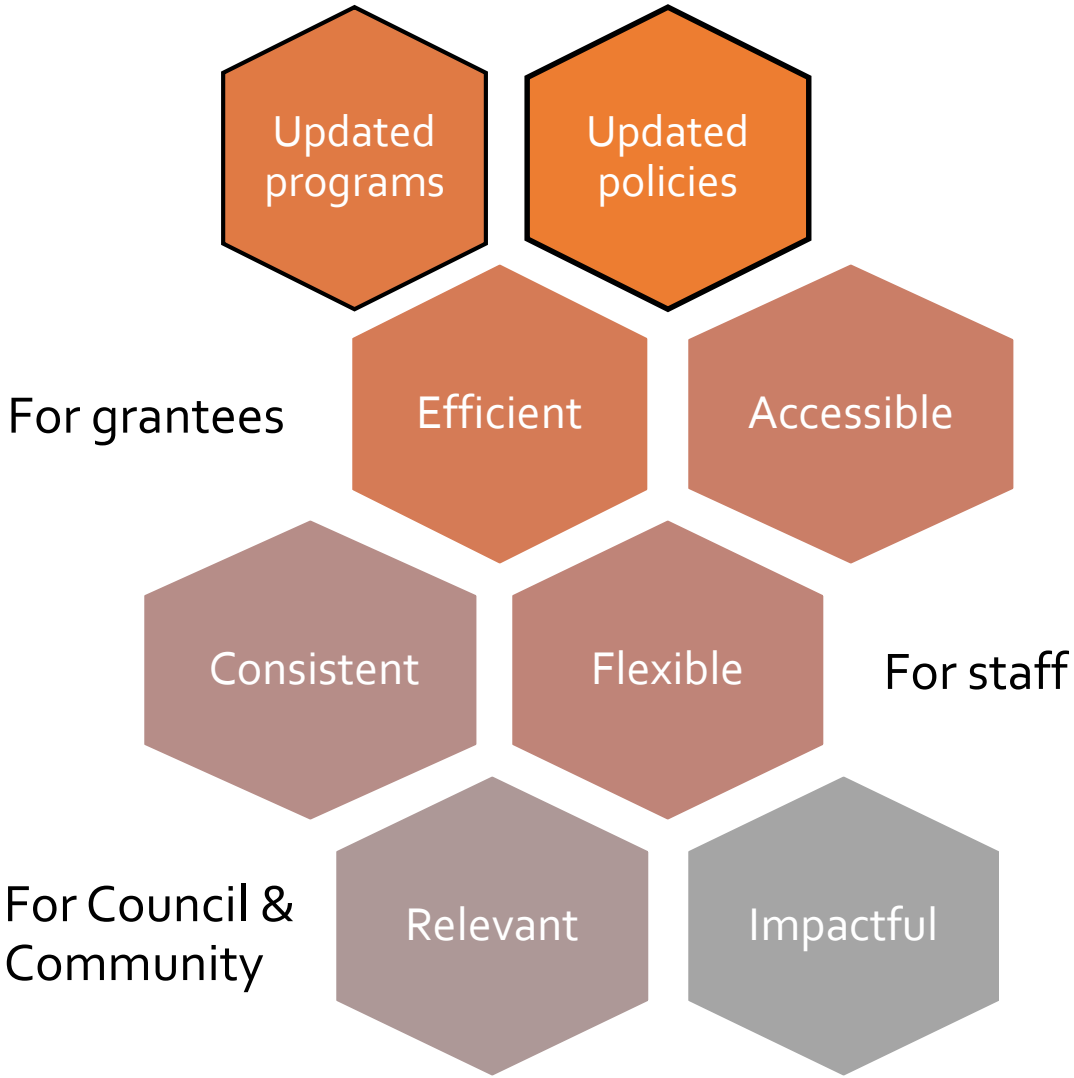
2017/18 - 9 reports to council

Policy Review

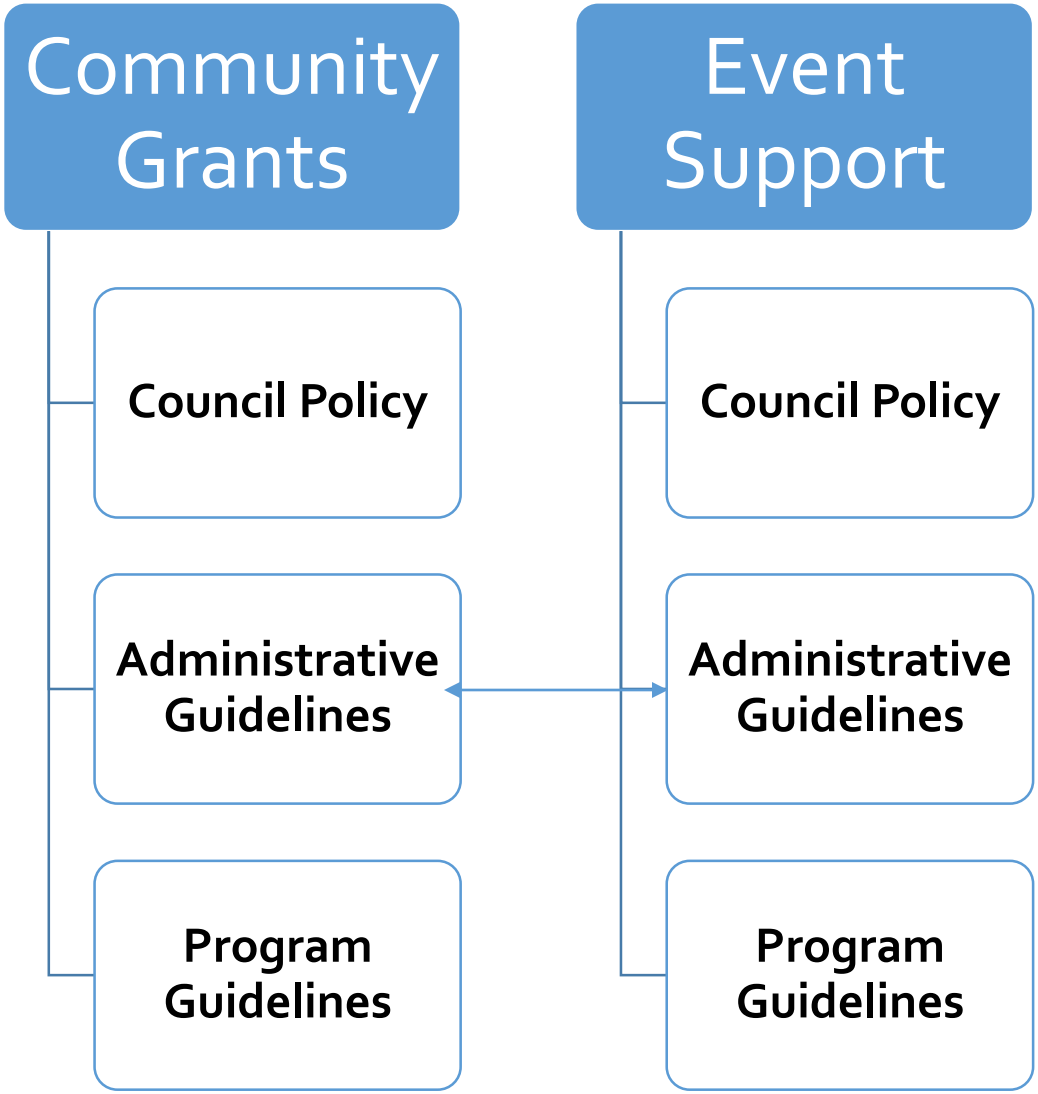
Current

Future

Our destination



Proposed Policy Structure



Council Policy

- Sets the tone for City's funding role
- Conveys Council's strategic direction through focus areas and budget
- Achieves consistent outcomes and common interpretation

Administrative Guidelines

'How to':

- evaluate a program
- make changes to a program
- seek council approval for changes to budget or focus areas

PLUS:

- Values and good practices
- Template for program guidelines

Program Guidelines

- Information for applicants such as:
  - Program objectives
  - Eligibility
  - How to apply
  - How applications are evaluated
  - Conditions for funding
- New template has been developed

PROPOSED COMMUNITY GRANT FRAMEWORK

Focus Areas & Budget set by Council

FOCUS AREA

COMMUNITY & SOCIAL DEVELOPMENT

FOCUS AREA

ARTS, CULTURE & HERITAGE

FOCUS AREA

CAPACITY BUILDING

FOCUS AREA

SPORT DEVELOPMENT

Programs developed and administered by staff in accordance with Admin Policy

GRANT PROGRAMS

Neighbourhood
Social Development*
Youth Development

GRANT PROGRAMS

General Operating*
Professional
Operating*
Project*
Community Art*
Heritage Building*

GRANT PROGRAMS

Organization Dev't
Grants-in-Aid*
Emergency*

GRANT PROGRAMS

Athletic Excellence*
Sport Education*
Community Sport
Delivery

Event & Festival Framework

VISION

To be a vibrant eventful city which celebrates our spirit, contributes to our local prosperity, and enriches our quality of life

GUIDING PRINCIPLES

Foster safe & positive environments	Strengthen collaboration	Encourage inclusivity & diversity	Develop a vibrant community
Support capacity building	Develop quality infrastructure	Be a catalyst for local business	Be accountable

FOCUS AREAS

EVENT DEVELOPMENT

- COMMUNITY COLLABORATION
- INTERDEPARTMENTAL ALIGNMENT
- MAJOR EVENT PROCUREMENT
- EVENT CAPACITY
- ACCURATE REPORTING

EVENT SUPPORT

- FUNDING PROGRAMS
- ORGANIZATIONAL DEVELOPMENT
- VOLUNTEER PROGRAM
- WEBSITE / RESOURCE CENTER
- ONSITE EVENT SUPPORT

EVENT MANAGEMENT

- APPLICATION PROCESS
- FILM GUIDELINES
- ALIGN INTERNAL PROCESSES
- BYLAW / FEES / GUIDELINES
- OUTDOOR EVENT COMMITTEE

EVENT SPACES

- ASSESS CURRENT INFRASTRUCTURE
- EXPLORE FUNDING OPPORTUNITIES
- CAPITAL INVESTMENT
- CREATIVE SPACES

Appendix B: Proposed Event and Festival Framework - 2019

Event support: review objectives

Alignment	• City and Tourism Kelowna Event Strategies
Diversity	• Positive impact of diverse events
Strategic investment	• Invest to maximize impact
Incentivize success	• Tiered approach motivates growth
Flexibility	• Adapt and respond to dynamic environment
Update	• Refresh, restructure to reflect current needs

Current event funding framework

Sport Event Development Grants*	Strategic Event Fund**	Direct funding*
Policy 298	$100,000/yr	$20,000/yr
$35,000/yr	Offset Grants*	
	$25,000/yr	

PROPOSED EVENT SUPPORT FRAMEWORK*

Council Policy will be accompanied by Administrative and Program Guidelines
Program funding indicates 2019 budget re-allocated between Focus Areas

Focus Areas & Budget set by Council

Strategic Focus:
ATTRACT AND ASSIST
Budget $110,000

Strategic Focus:
SUSTAIN AND RETAIN
Budget $50,000

Strategic Focus:
AUTHENTIC LOCAL LEGACY

Programs developed and administered by staff in accordance with Admin Guidelines

MAJOR EVENTS PROGRAM
Objective:
Foster a dynamic event environment through the identification and procurement of significant participant-based or spectator events.

Description:
Two-tiered program and process to support bid preparation, bid fees and hosting costs.

EVENT HOSTING PROGRAM
Objective:
Provide an incentive for event organizers to host events in Kelowna.

Description:
Application-based program to provide support for event hosting costs, which may include an offset of City-related expenses.

(future phase)
CIVIC EVENT PROGRAM
Objective:
Recognize and support local events which have become community traditions and are broadly representative of the community at large.

(future phase)
SIGNATURE EVENT PROGRAM
Objective:
Recognize and/or create events that are uniquely associated with Kelowna and reflect who we are as a community.

ATTRACT & ASSIST
Major Events Program

$110,000/yr

Tier One

- Strategically identified
- One-time, new & unique
- Large (2000+)
- Aligned
- Council approval $25K+

Tier Two

- Application-based
- One-time or returning & unique
- Significant (1000+)
- Aligned
- Up to $20,000 available/yr

SUSTAIN & RETAIN

Event Hosting Program

$50,000/yr

- Application-based
- One-time or returning
- Accessible to general public
- Aligned

Category A - Event

- Significant Size/Scope
- Festival Component
- Requires roadway closures and/or other ancillary services

Category B - Sport

- Championship Level
- Sanctioned/Supported by Governing Body
- Tournament-based

AUTHENTIC LOCAL LEGACY
Future Phase

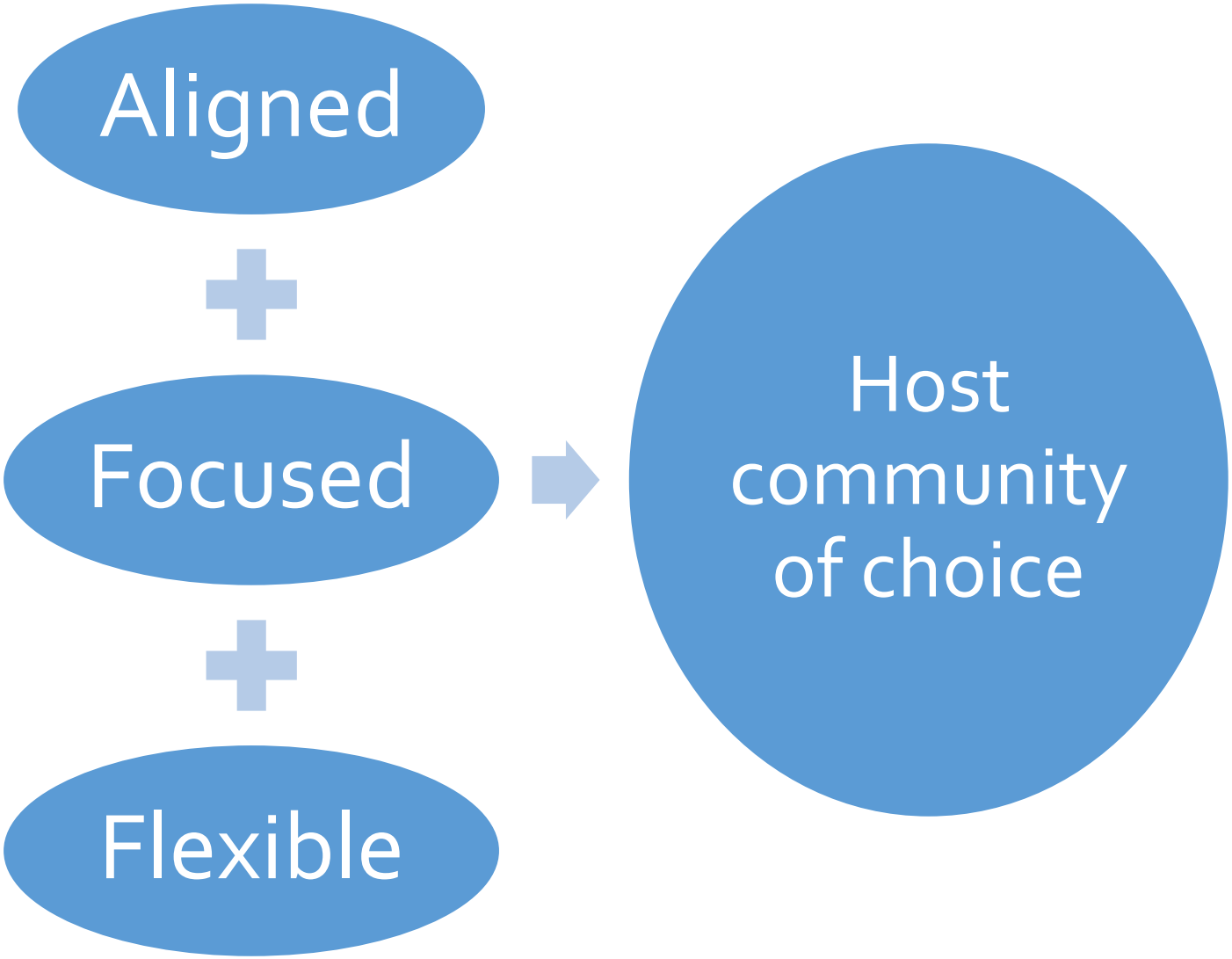
Civic Event Program

- Strategically identified
- Annual events
- Proven (10+ years)
- Significant community appeal and impact
- Best of type
- Council approval
- Signed agreement

Signature Event Program

- Identified for future development
- Event(s) associated with community identity and legacy

Event Support - Summary



Recommendation

- Endorsement of proposed frameworks:
  - Community Grants
  - Event Support

- Policies to follow
- Administrative Guidelines and Program Guidelines template for information

City of Kelowna

Thank you!