Events Presentation 2020

Outline

► Background

► 2020 Events & COVID-19

► Major Events

► Event Strategy (Eventful City)

► Strategic Goals & Objectives

► Comments & Discussion

Skate Canada International

City of
Kelowna

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Events & the Community

City Profile

Social
Connection

Economic
Stimulus

Quality of
Life

Community
Collaboration

Walk for Water
(with Harlem Globetrotters

Event Services Team

▶ Event / Program Development

▶ Event / Film Permitting

▶ Grants Management

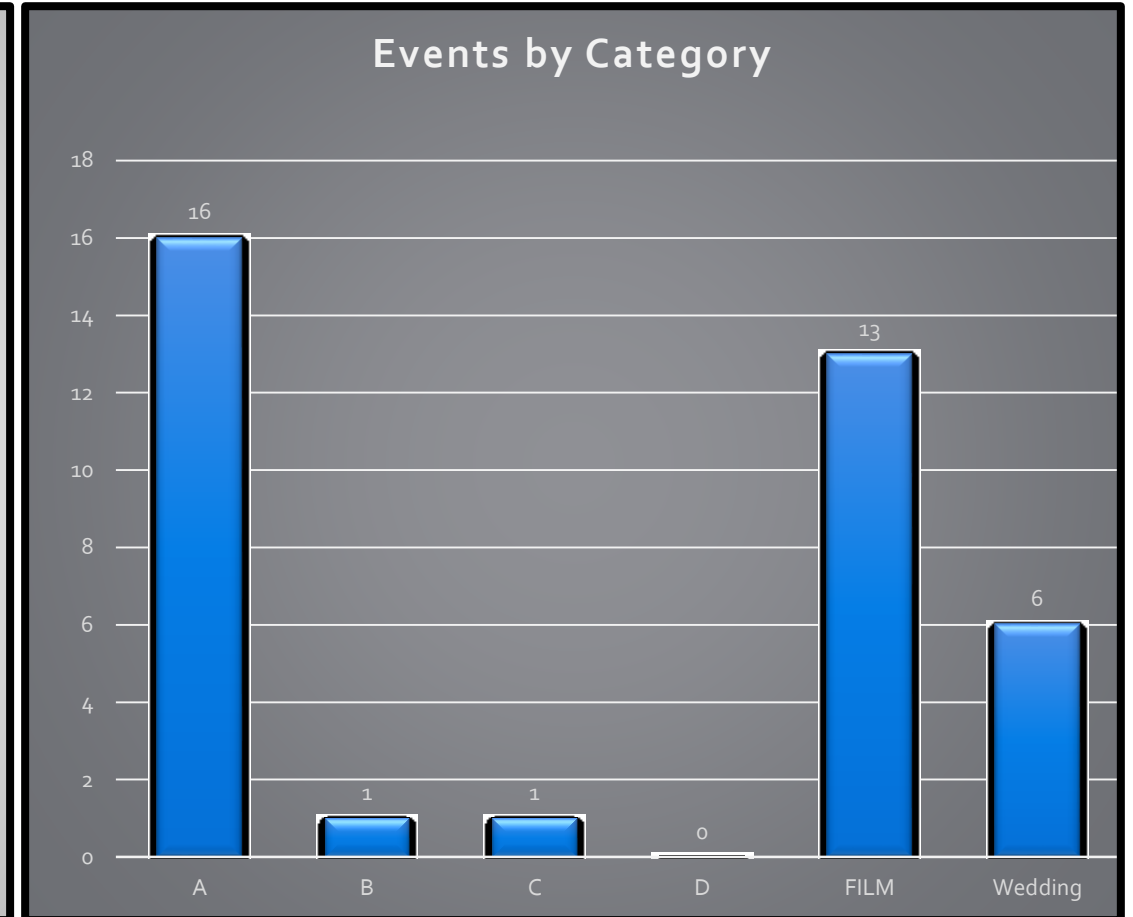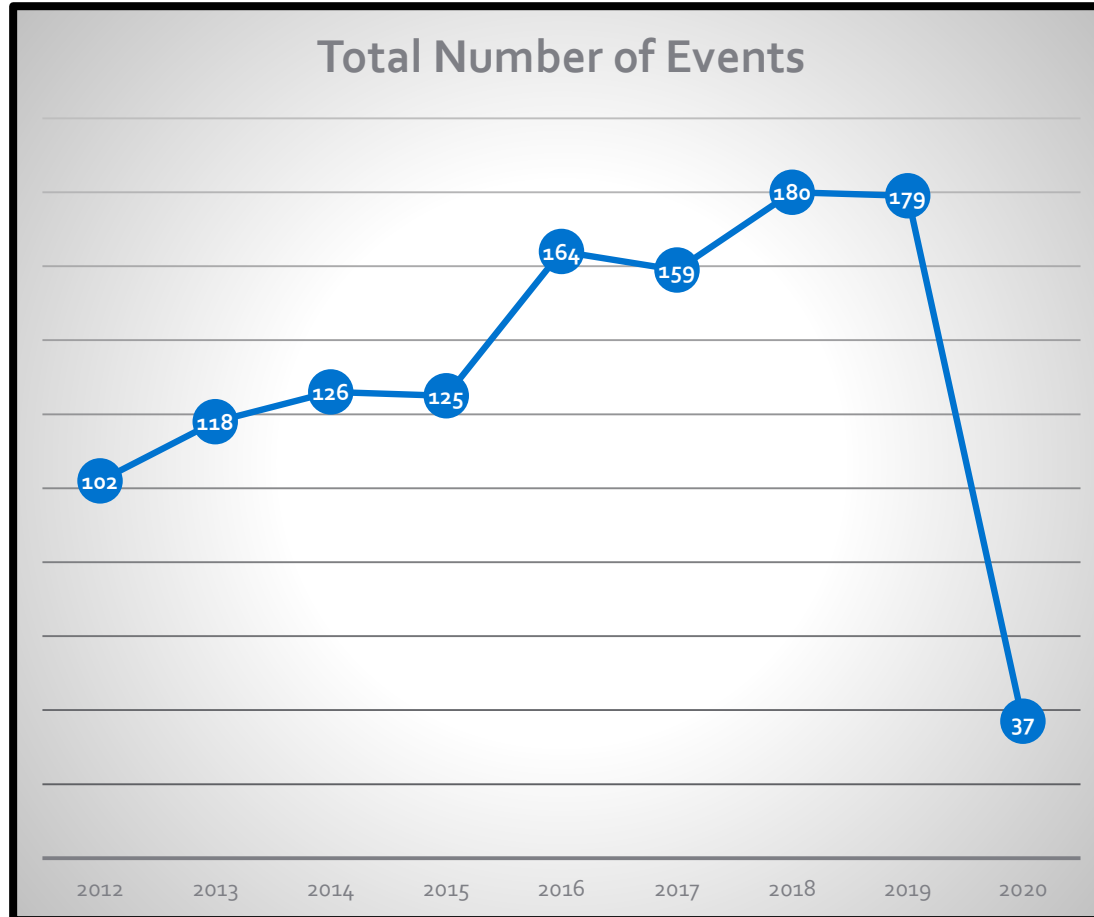▶ Organizational Development

▶ Major Event Procurement

Okanagan Marathon

COVID-19 Impact

2019

2020

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2020 Statistics

Total Number of Events

Year	Events
2012	102
2013	118
2014	126
2015	125
2016	164
2017	159
2018	180
2019	179
2020	37

Events by Category

Category	Count
A	16
B	1
C	1
D	0
FILM	13
Wedding	6

Events – 2020 Version

City of Kelowna

Farmers Market

Kelowna Pride 2020

Pianos

Parks Alive! – On Tour

Hungry Hungry Half Marathon

Film Productions

Major Events

Tim Hortons Brier

CCMA COUNTRY MUSIC WEEK
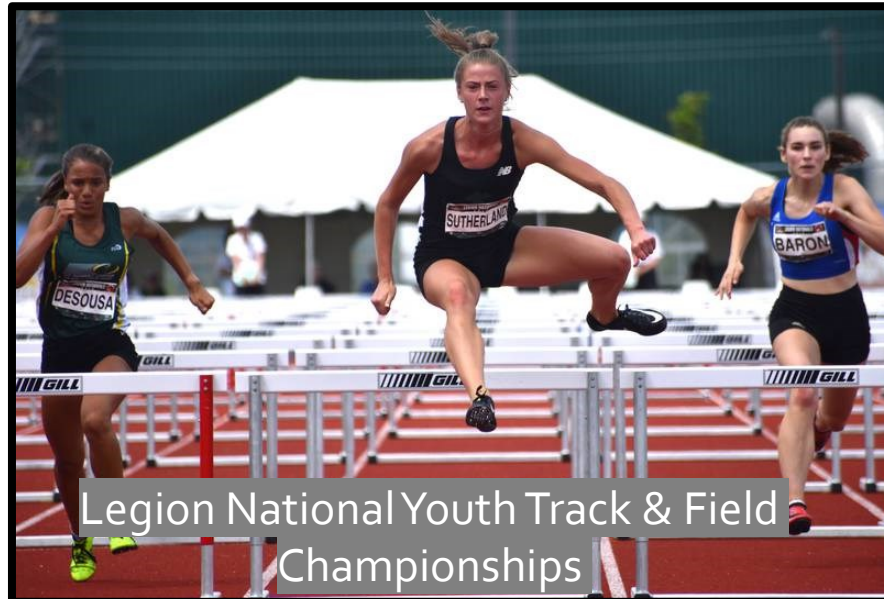

Memorial Cup

Legion National Youth Track & Field Championships

BC Summer Games

Characteristics of an Eventful City

- Clear Purpose & Vision
- Dynamic Event Portfolio
- Collaborative Event Industry
- Creation of Events
- First-Class Event Destination
- Collective & Progressive Approach
- Strategy that Drives City Priorities

City with Events	The Eventful City
Sectoral	Holistic
Tactical	Strategic
Reactive	Proactive
A container of events	A generator of events
Ad hoc	Coordinated
Competition	Cooperation
Pandering to audiences	Provoking Public
Event policy	Events as a policy tool
Market led	Market leader
City marketing	City making

Dragon Boat Festival

Vision

How do we want events contributing to our community?

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

Guiding Principles

What values will guide our process?

Foster Safe & Positive Environments	Our eventful city fosters welcoming environments and feelings of overall public safety.
Strengthen Collaboration	Our eventful city is based on collaboration that is objective, respectful and dependent on collective contributions.
Encourage Inclusivity & Diversity	Our eventful city encourages an open, progressive and accessible environment.
Develop a Vibrant Community	Our eventful city contributes to a vibrant and bustling community for all to enjoy.
Support Capacity Building	Our eventful city promotes capacity building in all areas of the event industry.
Develop Quality Infrastructure	Our eventful city provides high-quality infrastructure and public spaces to support all walks of life.
Catalyst for Local Business	Our eventful city pursues opportunities for economic stimulus for local businesses and the overall community.
Be Accountable	Our eventful city relies on key performance indicators to ensure goals and objectives are met.

Eventful Kelowna

Progress Report

- ▶ System Review
- ▶ Municipal (& Global) Comparisons
- ▶ Stakeholder Reviews (in-progress)
- ▶ Analyze Information

Strategic Goals

How do we get there?

EVENT DEVELOPMENT	➢ *Foster a progressive and proactive approach to the development of events and film to elevate resident pride and quality of life while supporting the process in achieving community priorities.*
EVENT SUPPORT	➢ *Provide quality resources and programs that enhance the community's capacity for successful event delivery and organizational development.*
EVENT MANAGEMENT	➢ *Nurture a solution-oriented culture that utilizes progressive systems to manage the coordination, communication, and overall delivery of a safe and flourishing event industry.*
EVENT SPACES	➢ *Adopt a collaborative and integrated approach to the development, utilization and maintenance of event facilities, infrastructure and spaces for successful event hosting and community enjoyment.*

Objectives & Action Items

Apple Triathlon

Objectives

➢ What do we need to do to achieve our goals?

➢ Broad list of tasks

Action Items

➢ How will we accomplish our objectives?

➢ Specific & Measurable

❖ Basis of Implementation Strategy

Next Steps

- ➢ Complete Stakeholder Review
- ➢ Review and Finalize Event Strategy
- ➢ Council Progress Report
- ➢ Develop Implementation Plan
- ➢ Present Event Strategy

Anticipated Completion: Fall 2021

Comments & Discussion

Is there anything that resonates with you regarding the goals and objectives presented?

Based on your knowledge and connections within the community, are there other areas of opportunity to include?

New York New Years

Questions?

For more information, visit **kelowna.ca**.