

DOWNTOWN KELOWNA

March 9, 2021

City of Kelowna
1435 Water Street
Kelowna, B.C. V1Y 1J4

Re: Downtown Kelowna Association Support for Bernard 400 and 500 Block Closure

Dear Mayor and Council and Chris Babcock,

The Downtown Kelowna Association (DKA) represents businesses and commercial property owners in the Downtown core of our City. The DKA acts in the best interests of our members to promote Downtown Kelowna as a thriving place to work, live and play.

As you know, the unplanned closure of Bernard Avenue from the Sails to St Paul in the summer of 2020, due to the pandemic, was met with mixed reviews from the DKA's members along Bernard Avenue. Generally speaking, businesses along the 200 and 300 blocks were happy with the 2020 closure, as those blocks remained busy and well animated throughout the Summer. In contrast, though, the 400 and 500 blocks (from Pandosy to St Paul) lacked activity and animation, relatively speaking. This contributed to a less enthusiastic response from businesses along the 400 and 500 blocks.

Following the 2020 closure, City Council this past fall approved the closure of the 200 and 300 blocks again for the summer of 2021. Council also approved a request for direct engagement with businesses in the 400 and 500 blocks, to determine whether there is sufficient support to close those blocks again this summer.

On February 22, 2021, Mr. Babcock and his team presented to the DKA's Board of Directors the City's vision for closing the 400 and 500 blocks this summer. Mr. Babcock's presentation covered numerous exciting features for these blocks, including parklets, public seating, performance stages, spaces for art, interactive games, and colourful concrete barriers at the end of each block. The Board also reviewed the results of the door-to-door engagement work completed jointly by Chris Babcock and Mark Burley, our Executive Director.

On the whole, it is evident to the DKA Board that the abrupt closure of the 400 and 500 blocks of Bernard Avenue in 2020 should not be taken as an indication of what the public should expect for the closure of these blocks this year. Rather, we can see that the City has this time enjoyed the benefit of time to plan for a better experience. We are convinced that the City is committed to a considerable investment in the closure of the 400 and 500 blocks this time around.

Ultimately, after considering the City's vision for the closure of the 400 and 500 blocks of Bernard Avenue this summer, and after considering the results of our joint engagement work, the DKA's Board of Directors is happy to report that we support closure of the 400 and 500 blocks for the summer of 2021. Our support is based on the City's ongoing commitment to invest in this project at a level sufficient to make it a success, as demonstrated to the DKA Board by Mr. Babcock's team.

The DKA also continues to support the allowance for restaurants to expand their patio spaces beyond their current footprint again in 2021. We support this allowance for all food service in Downtown Kelowna, not only on Bernard Avenue.

The DKA appreciates the consideration the City has given to all Downtown businesses with this project, as ultimately all businesses are affected when any road is closed in Downtown, especially Bernard Avenue. We look forward to continuing to work with the City on projects that enhance the experience of shopping, living and working in Downtown Kelowna.

Sincerely,



Yarden Gershony
President, DKA Board of Directors



Mark Burley
Executive Director, Downtown Kelowna Association



February 25, 2021

Mr. Chris Babcock
Event Development Supervisor
City of Kelowna
c/o 1435 Water Street
Kelowna, BC V1Y 1J4

RE: Funding application to Canada Healthy Communities Initiative 2021

Dear Chris,

Following our discussions regarding the proposed "Green Streets Initiative" for the summer of 2021 that will animate and pedestrianize portions of Bernard Avenue, please accept this letter as confirmation that Festivals Kelowna supports the efforts by the City of Kelowna to create new and unique community gathering spaces. Further, we look forward to working with you and your team to integrate our cultural programming into these new community spaces.

As an organization that has produced cultural festivals, events, and programs in local parks and urban public spaces for the past 20+ years, we know the importance of well designed, welcoming, and well maintained spaces. With the increased densification of our community in the downtown resulting in a growing demand for outdoor, public gathering spaces, combined with the tremendous impacts of the COVID Pandemic limiting people's ability to access spaces for physical activity, play, or enjoyment of cultural experiences, we see the tremendous value in this initiative.

The most recent City of Kelowna Cultural Plan calls for increased programming and animation of public spaces, but there needs to be a level of investment that will support such animation and ensure infrastructure that is appropriate for such activities. Given the investment already committed by the City of Kelowna towards this "Green Streets Initiative", we encourage the "Canadian Healthy Communities Initiative" funding committee to support your request and provide additional resources that will leverage and expand your capacity on this project, thereby reaching and benefiting a greater number of community members.

Sincerely,

Renata Mills
Executive Director

Unit 100 – 1680 Water Street Kelowna, BC V1Y 8T8 p. 250-868.3326

Producers of: Celebrate Canada Day-Kelowna * Pianos in Parks * Kelowna Buskers Program * Buskers on Bernard
Parks Alive! * Arts on the Avenue * New York New Years Eve

February 18, 2021

Chris Babcock
Event Development Supervisor – City of Kelowna

Dear Mr. Babcock,

We would like to take this opportunity to share some feedback on the City of Kelowna's Bernard Avenue closure, including the proposed green street initiative.

From Tourism Kelowna's perspective, the Bernard Ave. closure in 2020 had a positive impact on the downtown core. We look forward to seeing the closure again in 2021. Having the street closed helped bring pedestrian traffic to many local businesses who were struggling due to the COVID-19 pandemic. This in turn led to a greater amount of money spent within the community, helping the local economy and the businesses themselves. The patio expansion program allowed local restaurants who had smaller indoor spaces and limited capacity to expand onto the street, leading to more earned revenue. During the time that our staff and volunteers were on site with our mobile visitor centre, they talked to many residents and visitors that appreciated the opportunity to ask questions, enjoy the music, or speak with businesses they might not have seen previously while walking Bernard Avenue.

The tourism sector was hit very hard with travel recommendations and various restrictions in 2020, but the closure of Bernard in the summer months helped local businesses recover some of what they lost during Phase 1 and 2 of BC's Restart Plan.

Tourism Kelowna believes that the green street initiative that has been proposed for 2021 will further help businesses in the downtown core, driving more money into our economy. We believe that the success of the green street initiative will depend on animation of the allotted portion of Bernard. It will be important to have activations that draw visitors and locals up the street. The activations that we believe will draw people are, but not limited to: parklets, live music, vendor pop-ups, sitting areas, shade from the sun, and interactive games and spaces. We also believe that it is important to have secure storage for vendors who are on site. This will allow vendors to more easily set up and take down their activations when necessary permitting more frequency.

There are numerous benefits to moving forward with the proposed green street initiative. It could create a larger amount of foot traffic in front of local businesses that may not normally see this traffic. This will lead to both locals and visitors spending additional money at these small businesses, boosting their success, and the local economy as a whole. We also believe that the addition of the green street will encourage locals and visitors to choose walking or biking as a mode of transportation versus driving a vehicle in the downtown core.

Tourism Kelowna supports the trial of the green street initiative on Bernard Ave. for the summer of 2021. Following consultation of businesses, we believe these initiatives will enhance the Downtown Kelowna experience for visitors to our city and also enhance the quality of life for residents.

Kind Regards,

Chris Lewis

Chris Lewis – Director of Visitor Experience

Sarah Semeniuk
Outdoor Events Coordinator
City of Kelowna
1800 Parkinson Way
Kelowna, BC V1Y 4P9



Dear Ms. Semeniuk,

I am writing on behalf of the Rotary Centre for the Arts (RCA) in support of the City of Kelowna's Bernard Avenue pedestrian initiative. Our mission at the RCA is to celebrate, nurture, and promote the Arts through diversity, entertainment, and education. We do this through community and educational programming, presenting performances, and showcasing exhibitions. Being a part of the Bernard Avenue pedestrian initiative will enable us to expand our reach to share art with more community members.

We are thrilled to partner with the City of Kelowna and the Thompson Okanagan Tourism Association (TOTA) to feature the portable IArt gallery from May 7 to August 31, 2021 as part of the Bernard Avenue pedestrian initiative. Moreover, we are excited to have the space curated by Tania Willard, a UBCO Assistant Professor in Creative Studies and organizer of the Summer Indigenous Art Intensive at UBCO. This partnership will serve to showcase the work of indigenous artists in a venue that is free and open to the public. The work exhibited in the IArt gallery, in conjunction with the occasional small-scale, durational performances will help to animate and enliven Kelowna's Cultural District.

If you require more information about the RCA offering support, please let us know and we will happy to provide you with any necessary information.

Sincerely,

A handwritten signature in blue ink that reads "C. Fitzpatrick".

Colleen Fitzpatrick
Executive Director
250.717.5304 ext. 109
director@rotarycentreforthearts.com

Kelowna Visual and Performing Arts Centre Society

421 Cawston Avenue, Kelowna, BC V1Y 6Z1 ph (250) 717-5304 fax (250) 717-5314 email info@rotarycentreforthearts.com web www.RotaryCentrefortheArts.com



THOMPSON OKANAGAN
TOURISM ASSOCIATION

2280-D Leckie Road
Kelowna, British Columbia
V1X 6G6
totabc.org

February 26, 2021

Sarah Semeniuk
Outdoor Events Coordinator
City of Kelowna

Type text here

Re: City of Kelowna Bernard Avenue Block Program

Dear Sarah,

Please find this letter of support for the Bernard Avenue Pedestrian Initiative. The Thompson Okanagan Tourism Association (TOTA) strongly supports the City of Kelowna's grant application for the Canada Healthy Communities Initiative because, in these changing times, we need to find new ways to support our communities with innovative and unique programs like this.

TOTA has signed a partnership agreement with the Rotary Centre for the Arts and we are working on a long term strategy to promote artisans and crafters of the Thompson Okanagan region, with a spotlight on Indigenous artists. TOTA's mandate includes this type of community programming and projects which can support and elevate individuals and communities that are struggling due to COVID-19.

If you have any questions or concerns, feel free to contact me.

Sincerely,

Ellen Walker-Matthews

Ellen Walker-Matthews
Senior Vice President / Acting President & Chief Executive Officer
Thompson Okanagan Tourism Association



Sncewips Heritage Museum
#260 – 525 Highway 97 South, Kelowna, BC V1Z 4C9

February 24th 2021

To Kelowna City Council,

I am writing in regards to the summer Parklet program. After meeting with Melanie Steppuhn and seeing the exciting socially distant layout, The Sncewips Heritage Museum is in support of the Bernard Ave. Parklet program for summer of 2021. We feel that the program is thoughtful in its approach to bring engagement as well as a sense of color and excitement to the downtown center, especially to ease the tensions of business owners who feel that they have not benefitted as much from the patio program, however, may still see an increase in foot traffic from the attractions ranging from art, demonstrations like dancing, singing, karate and various workshops. We are also very interested in the opportunity for our first nation community to participate and celebrate their culture amongst the Kelowna community. Our hope is to see Bernard Ave. return to its jovial summertime self along with the artistic developments. We feel confident in the security selected to help enforce the social distancing protocols and the set up of extra sanitation stations that help to mitigate further risk of exposure while also easing some anxiety. I see this parklet project as a way of boosting morale and helping our community shake off the fatigue of what was a very trying and exhausting 2020

way' limlāmt | Thank you,

Coralee Miller,

Sncewips, Museum Assistant
Office: 778-755-2787 Ext. 1601
Cell: 250-300-5193

WESTBANK
FIRST NATION

Community. Leadership. Pride.