

Goals	Indicators (tracked for Jan-Dec with exception of Items marked with *, which will be tracked from Apr-Sept)	Desired Trend	2011	2012	2013	2014	2015	Proposed Data Source	Rationale for change
1. Attract people to downtown	# outdoor small event permits provided by the City in downtown	Increase	n/a	40	61	62	74	City of Kelowna	
	# outdoor medium event permits provided by the City in downtown	Increase	n/a	34	21	25	30	City of Kelowna	
	# outdoor large event permits provided by the City in downtown	Increase	n/a	19	18	15	19	City of Kelowna	
	# hours park rentals and sport field booking at City Park	Increase	n/a	344 1561	321 1643	485 1753	242 1775	City of Kelowna	
	# events at the Community Theatre (Main Stage)	Increase	255	263	272	238	250	City of Kelowna	
	# events at the Community Theatre (Black Box Theatre)	Increase	51	58	50	53	48	City of Kelowna	
	# tournament bookings at Memorial Arena	Increase	n/a	13	16	18	18	City of Kelowna	
	# hours of ice time at Memorial Arena	Increase	n/a	1839.3	1805.3	1870.2	1825	City of Kelowna	
	# people using City Waterpark - Head count for June, July and August. ***Keep in mind that these numbers are from head counts and some people will have been counted multiple times if they were at the park long enough.	Increase	n/a	n/a	21263	20892	17157	City of Kelowna	
	# people using Stuart Park-	Increase	available	available				City of Kelowna	Data not available.
	# hours indoor city-owned cultural spaces and facilities in the Downtown Core are in use as a percentage of the time they are available.	Increase	n/a	n/a				City of Kelowna	Consistent data for this indicator is not available.
	# of and attendance at city-funded cultural facilities, programs and events in the Downtown Core.	Increase	n/a	n/a				City of Kelowna	Consistent data for this indicator is not available.
2. Increase Sense of Safety	# of crimes against person (s)* (this category includes offences related to murder, robbery, assault and sexual assault)	Decrease	177	183	159	135	149	RCMP	
	# of offences against property* (this category includes offences related to break and enter, theft, possession of stolen property and fraud)	Decrease	361	405	415	357	429	RCMP	
	# of other criminal code violations* (this category includes offences related to prostitution, mischief, trespassing, weapons and breach/bail violations)	Decrease	554	554	479	497	479	RCMP	
	# of controlled drugs and substance act violations*	Decrease	332	300	489	525	461	RCMP	
	# of liquor violations* (this category includes intoxication in a public place)	Decrease	409	420	454	493	379	RCMP	
	# of pedestrian injuries	Decrease	3	6	n/a	n/a		ICBC	Data not available on an annual basis.
	# of cyclist injuries	Decrease	6	9	n/a	n/a		ICBC	Data not available on an annual basis.
	Do downtown business owners feel safe?	Increase	n/a	n/a				DKA (Survey)	Data not available.
	% of residents who feel that crime is the most important issue facing Kelowna	Decrease	n/a	6%	n/a	n/a		City of Kelowna - Citizen Survey	Data not available on an annual basis.
3. Attract private sector investment	Value of private sector residential and commercial building permits for new construction issued within plan boundaries (as a percentage of City total)	Increase	0.09% of City total	0.88% of City total	8.06% of City total	2.48% of City total	0.01% of City total	City of Kelowna	Revised indicator to reflect the value of private sector residential combined with commercial building permits.
	Value of private sector commercial building permits for new construction issued within plan boundaries (as a percentage of City total)	Increase	0.0% of City total	3.97% of City total				City of Kelowna	As above.
	Value of building permits issued for renovations within plan boundaries (as % of City total)	Increase	18.63% of City total	12.55% of City total				City of Kelowna	Consistent data for this indicator is not available.
	% of owner occupied housing units	Increase	n/a	39%				City of Kelowna	Data not available.