

# Kelowna Event Strategy

May 2022



# Partners & Key Stakeholders



EVENT  
ORGANIZERS



COMMUNITY-AT-  
LARGE



COMMUNITY  
STAKEHOLDERS



TOURISM  
INDUSTRY



MUNICIPAL &  
PROVINCIAL  
PARTNERS



CULTURAL  
DISTRICT



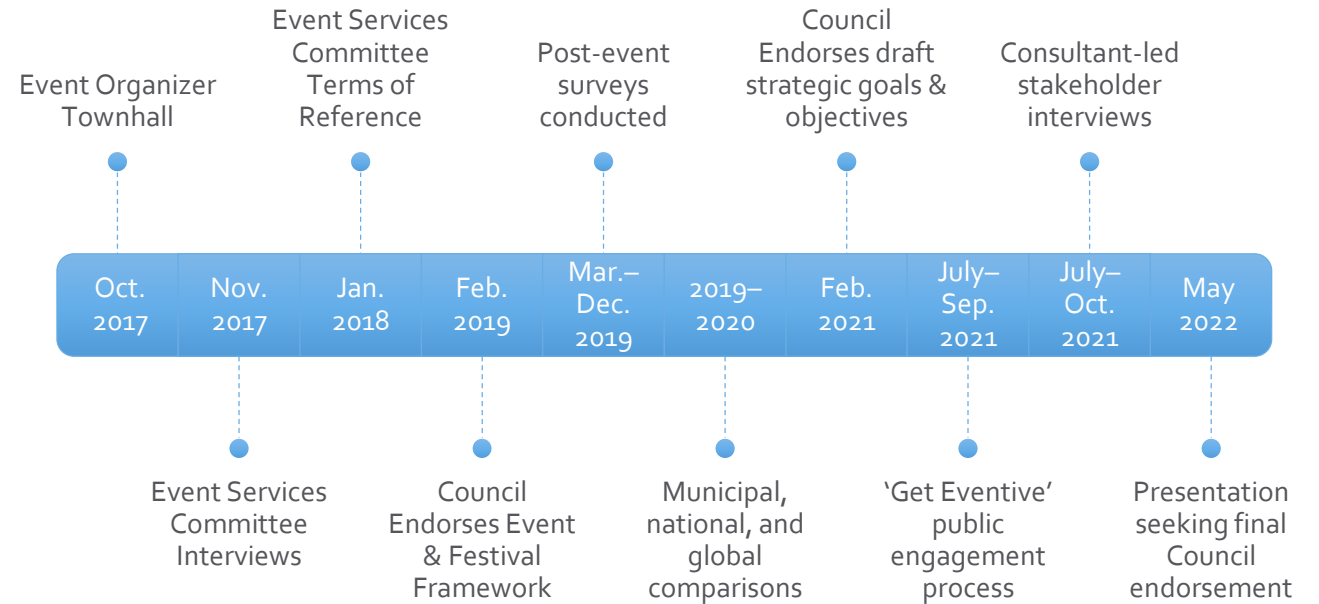
SPORT  
COMMUNITY



REGULATORY  
BODIES

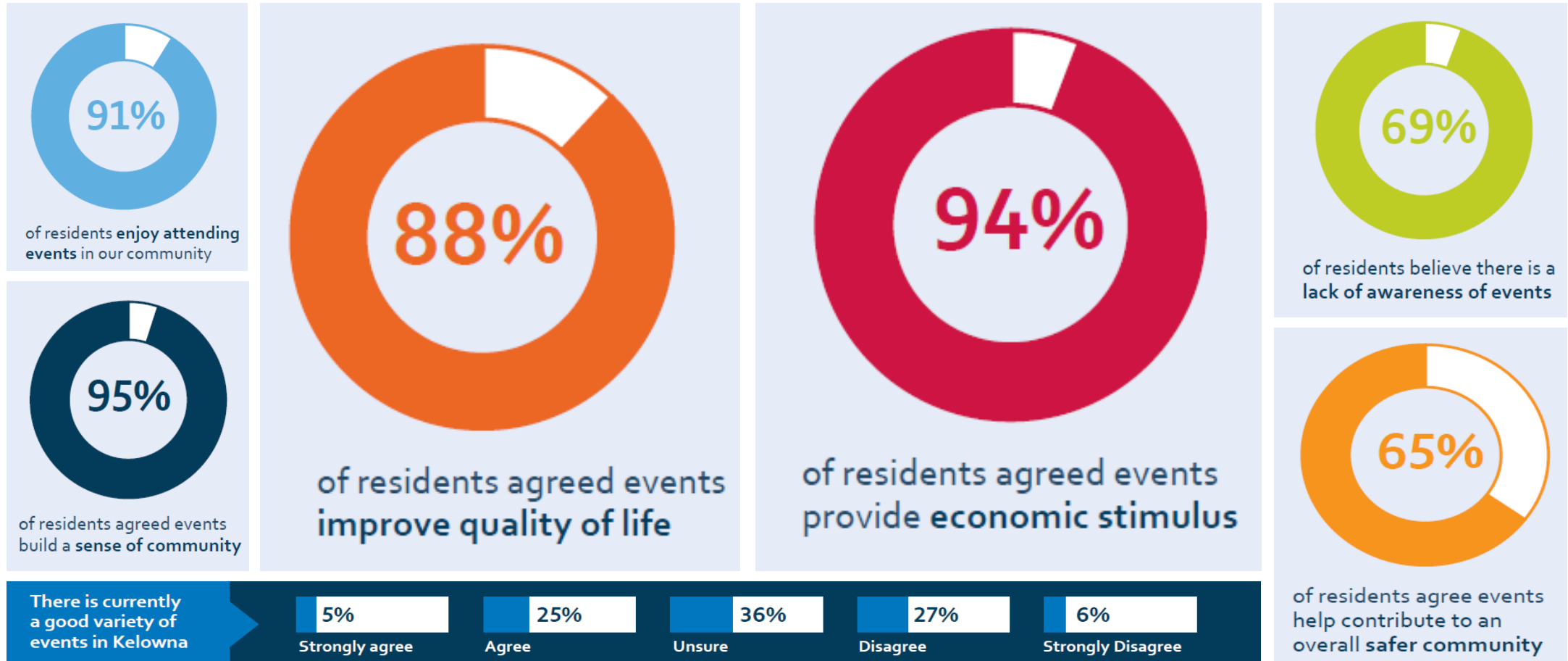


# Milestones

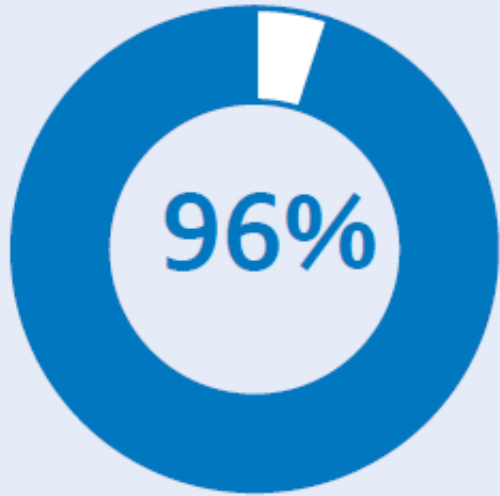




# Key Findings – Public Feedback



# Key Findings – Organizer Feedback



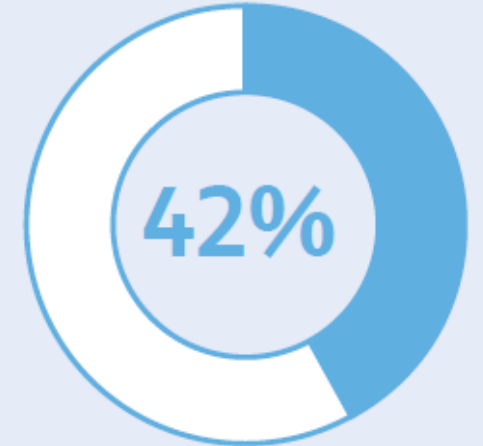
stated onsite support  
met expectations



of events recruited  
enough volunteers



of polled events received  
grants or other types of  
funding



of events were fundraisers  
or had a fundraising  
component



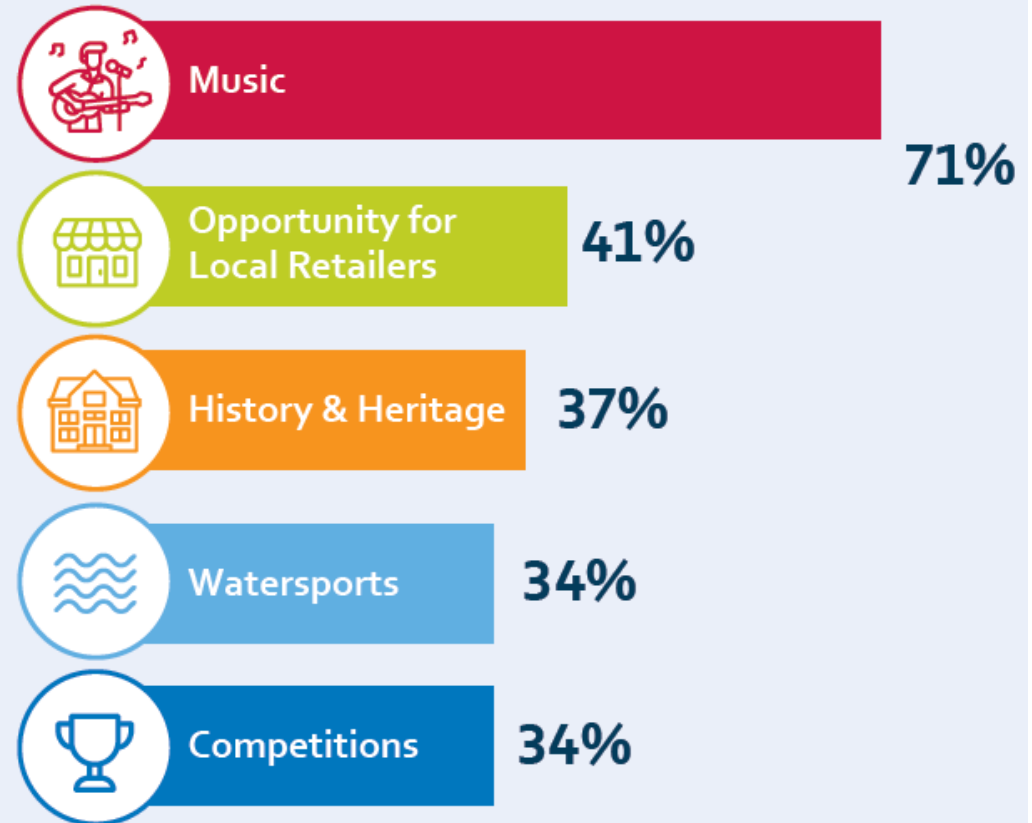
APPROXIMATELY  
**\$1,136,157**

**raised for various fundraising objectives**

# Key Findings – Signature Event

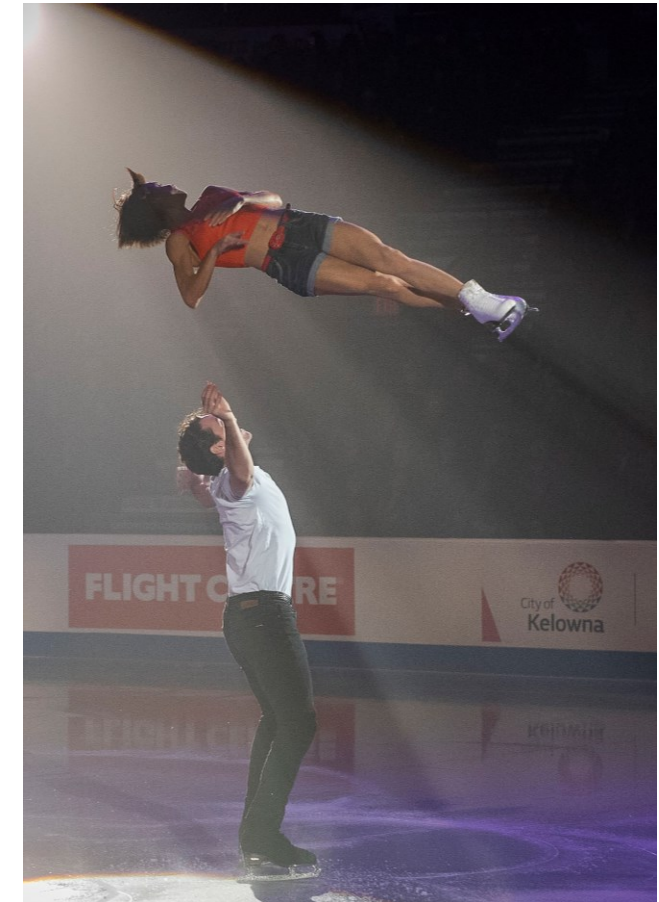
- Community Focused
- Family Oriented
- Grown Organically
- Reflect 'all' of Kelowna

## Focus areas for signature event



# Kelowna Event Strategy

- ▶ Vision
- ▶ Guiding Principles
- ▶ Strategic Goals & Objectives





# Vision

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





# Guiding Principles

Develop a vibrant community	We will foster positive experiences that reflect our community values and cultivate community pride.
Encourage inclusivity and diversity	We will celebrate diversity that embraces our rich history and respects our cultural and natural heritage.
Foster safe and positive environments	We will showcase community assets that promote public spaces and protect natural resources.
Develop quality infrastructure	We will facilitate the development of high-quality spaces that support a balanced schedule of events and contribute to community needs.
Strengthen collaboration	We will value relationships that engender respect and transparency and nurture a collaborative approach based on collective community contributions.
Be accountable	We will achieve progressive results through innovative solutions that streamline efficiencies, remove barriers and create new opportunities.
Support capacity building	We will build capacity within the local event sector that strengthens community organizations and positions Kelowna for future opportunities
Be a catalyst for local business	We will stimulate economic activity that supports local businesses and contributes to community development initiatives

# Strategic Goals

- 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
- Provide quality resources and programs that enhance the community's capacity for successful event delivery and organizational development
- Nurture a solution-oriented culture that utilizes progressive systems to manage the coordination, communication, and overall delivery of a safe and flourishing event industry
- 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

- Broad list of objectives (20)
- Provide direction
- Flexible and adaptable
- Collaborative and integrated approach



# Implementation



## 10-year plan

- Specific action items
- Will include:
  - Priorities
  - Schedules
  - Budget implications
  - Delegated assignments





# Questions?

For more information, visit [kelowna.ca](https://kelowna.ca).