

Report to Council



Date: June 13, 2022
To: Council
From: City Manager
Subject: Community Signature Event
Department: Sport and Event Services Department

Recommendation:

THAT Council receive for information, the report from the signature event committee co-chairs dated June 13, 2022, regarding the activities related to the creation of a community signature event.

Purpose:

To provide Council with an update of the activities related to the development of a community signature event.

Background:

Kelowna has a rich history of hosting events of varying types and sizes. Many of these events have a specific theme or purpose and are targeted to a certain demographic. Discussions about these events and the types of events that best 'fit' our city prompted interest in the development of a signature event that could provide opportunities to our local community. This, combined with the desire to reconnect residents with positive shared experiences after two years of pandemic restrictions, encouraged staff to seek budget to build the groundwork for the creation of a community signature event.

As part of the consultation process for the Kelowna Event Strategy, specific feedback was gathered through public engagement exercises asking residents to share ideas and preferences to help develop a community signature event that aligned with Kelowna's identity. Feedback was highly positive and ideas were garnered through online surveys, polls, and open-ended questions as well as in-person activities branded as 'Get Eventive Days' in summer 2021.

Discussion:

The public engagement process was substantially positive and provided valuable feedback and insight to what residents feel should be included in a community signature event for Kelowna and has

contributed to the development plans to date. Key feedback included a vast array of constructive suggestions focused primarily on the lake, music, family, and culture with a 'local-first' approach.

Recognizing the importance of community involvement, the Event Services Team drafted an initial committee framework and canvassed various stakeholders for potential local participants. An interactive recruitment process followed and a host committee of Kelowna residents with a wide range of experience along with key partners and stakeholders was assembled to participate in the creation of the event. In addition, a guiding document was drafted to support future event and succession planning and ensure responsible and successful growth. To date, this guiding document includes a committee framework, guiding principles and a phased approach to evolve the event over the next three years and beyond.

Event Details

2022 will be a pilot year for the event with all activities taking place on a single day on August 27th in City Park. Event elements will be locally sourced and family-oriented including: music & performing arts, sport, culture, history & heritage, and food & beverage. Daytime activities will run from 9 a.m. to 4 p.m. and the festivities will reconvene in the evening from 6 - 9 p.m.

The 2022 pilot event will provide a base for growth while continuing to build upon the guiding principles for future years. The long-term vision will look to expand the event over more locations and a longer duration, and provide more opportunity for partnerships, activities, and overall involvement. Sponsorship opportunities will continue to be explored to support the financial sustainability of the event.

Evaluation of the event will be conducted through surveys, stakeholder reviews and feedback gathering to measure public sentiment and to identify further opportunities for growth. Committee roles and responsibilities will also be further defined and enhanced to ensure a local, inclusive, and coordinated approach is maintained.

The name of the community signature event will be '**Kelowna Made**' and the branding will reflect the many diverse elements that make up our community, including local interests, culture, heritage, nature and backgrounds. These ingredients come together to *make* Kelowna what it is today and define what it means to be **Kelowna Made**.

Conclusion:

Kelowna Made will be driven by local residents from all walks of life, representing the breadth of our community's interests, activities, and lives. The annual Kelowna Made event will celebrate all that is Kelowna and continue to evolve each year, adapting to reflect our community while remaining relevant and family focused.

The host committee will be unveiling more details about Kelowna Made following the Council presentation, with additional information on the inaugural event to be rolled-out over the coming weeks.

Internal Circulation:

Active Living & Culture
Communications

Considerations applicable to this report:

Existing Policy: Council's 2019-2022 priorities identified focus areas supporting staff recommendations in this report, including:

- Vibrant Neighbourhoods
- Social & Inclusive
- Economic Resiliency
- Transportation & Mobility
- Community Safety

Additionally, 'Kelowna Made' aligns with key objectives of the Kelowna Event Strategy and other planning documents including the Kelowna Community Sport Plan, Cultural Plan, and Community for All Action Plan.

Financial/Budgetary Considerations: Budget for the development and ongoing implementation of a signature community event is \$50,000, approved through the 2021 budget process. Further funding to support ongoing operations will be sourced through program revenues, grants, and sponsorship opportunities.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

External Agency/Public Comments:

Communications Comments:

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