



City of
Kelowna

Kelowna's Community Signature Event

June 13, 2022



Background

- ▶ Kelowna's Event Strategy
- ▶ Get Eventive Days
 - ❖ Public engagement
 - ❖ Local activations
 - ❖ Surveys



Key Findings

Accessible
The lake
Variety of activities
Competitions
Live music
Community feel
Family oriented
Diverse
Well organized
Sport
Affordable
History
Local
Heritage
Good food & beverage



Community Host Committee

Co-Chair:
Lance Macdonald

Co-Chair:
Sarah Semeniuk

City Liaison:
Chris Babcock

Director of
Sponsorship:
Melina Moran

Director of Marketing:
Vince & Valaura Jones

Director of Events:
Renata Mills

Director of
Administration:
Sarah Krakower

Director at Large:
David Graham

Director of Volunteers:
Michelle Dupuis



Guiding Principles

Residents First	We will always consider what's important to our residents to cultivate community pride and embrace community values
Locally Grown	We will strive to showcase local talent, involve local organizations, and provide opportunities for local initiatives
Family-oriented	We will focus on activities that are age appropriate and fun for all ages
Embrace Cultural Identity	We will embrace our history, heritage and present day interests to capture the essence of our community
Accessible	We will be affordable and accessible to everyone regardless of economic status or physical ability
Foster Diversity	We will be inclusive of all groups regardless of race, ethnicity, gender and other backgrounds
Showcase Kelowna	We will showcase our beautiful city, natural assets, and local attributes while demonstrating first-class hospitality
Establish Legacy	We will be flexible and adaptable and provide meaningful change to ensure its legacy is one that residents are proud of

**KELOWNA
MADE**

WHAT IT MEANS TO BE KELOWNA MADE

Kelowna is made of nature, heritage, and culture. It is made of sport, art, music, agriculture, food and drink. Kelowna is made of valuable traditions.

Together, we make Kelowna. This is what it means to be *Kelowna Made*.



2022 Event



**KELOWNA
MADE**

AUGUST 27
A COMMUNITY CELEBRATION

GROWTH PLAN

Multi-day festival

Events and celebrations throughout key Kelowna locations

Additional activities, activations and animations

Increased participation from community organizations & businesses

Responsible and sustainable growth



QUESTIONS?

KELOWNA MADE

AUGUST 27

A COMMUNITY CELEBRATION