

BENSON LAW
— LLP —
LAWYERS

July 19, 2022

Uptown Rutland Business Association

ATTN: Karen Beaubier

Dear Ms. Beaubier,

On behalf of Benson Law LLP, we would like to thank the URBA Board of Directors for the tremendous work done over several years. URBA's dedication to the Rutland community is very evident in the Business After Hours, representation at key conferences throughout B.C. and proactive interactions with the Mayor and Councillors of Kelowna.

Thanks to URBA, the Rutland community and URBA members receive useful updates. The Mural project has been a huge success and we congratulate you for this. The Murals are a phenomenal display of public art and an excellent attraction to draw tourists to the Rutland community.

URBA is a valuable key player in the development, beautification and economic flourishing of the Rutland community. We thank you for the support you offer to businesses like ours!

Kindest Regards,



Robert Starke

Partner, Benson Law LLP

CAPITAL NEWS

September 8, 2022

City of Kelowna
1435 Water St
Kelowna, BC V1Y 1J4

To Whom It May Concern:

As the Community newspaper the Capital News continues to value the relationships that we have with organizations such as the Uptown Rutland Business Association. Our mandate is to provide the residents within our coverage area with news, information and community happenings in print, online and through our social media channels. URBA works with us to ensure our readers and the business owners in Rutland are brought together to help grow this community.

URBA has been instrumental in providing us content for our ReDiscover Rutland magazine that is dedicated to the residents and businesses in Rutland. Our coverage area encompasses the entire City of Kelowna but without the support of organizations like Uptown Rutland Business Association some of the story ideas and event information would easily be lost in the shuffle. The partnership we have formed provides our audience with up-to-date information all at their fingertips either in print or online in the digital space.

On a personal note, as a long-time resident of the Rutland area, I have seen tremendous change and growth in this area of our community. A large portion of the positive change in this area is due to the hard-working board members and staff of the Uptown Rutland Business Association.

I look forward to many years of watching the Rutland community thrive and grow.

Sincerely,

Karen Hill
Group Publisher
Okanagan Shuswap
Kelowna Capital News,
West K News &
Lake Country Calendar



July 19, 2022

Rutland is a community that is near and dear to our hearts. It is with great pleasure that NowMedia Group provides this letter of support on behalf of the Uptown Rutland Business Association (URBA) to assist with their funding renewal.

Over the years we have had the privilege of working with URBA as a service provider, a stakeholder within the city and a community supporter for their many business and community events and initiatives.

The role of a Business Improvement Association is significant and vital to the success of the small and medium size businesses within the catchment area. There is no doubt that URBA creates programs that draw people both locals and visitors to the 200+ businesses within the Rutland area.

We are equally excited to hear about the opportunity to possibly grow the service area to better support more businesses and to increase the area of impact.

The programs that we feel stand out and are critically important to continue are the mural program, the prospectus map for development opportunities, and the many festivals, car shows and Christmas Light Ups that bring the community together and attract new investment opportunities.

Local business is vital to all of us here in the Okanagan, and we believe we need to work together and do everything in our power to ensure it thrives. I hope that the City Council will continue to support this organization which has continued to prove its incredible value, year over year in this growing community.

A handwritten signature in black ink, appearing to read "Nikki Csek", with a long horizontal line extending to the right.

Nikki Csek, CEO NowMedia Group

Sept 8, 2022
Rutland Residents Association
c/o Acting President: Lynn Jack
595 Perry Rd V1X1J1

Uptown Rutland Business Association
c/o Executive Director: Karen Beaubier
158 Valleyview Rd
Kelowna, BC, V1X 3M4

Re: Uptown Rutland Business Association (URBA) Letter of Support

The Rutland Residents Association appreciates the work URBA has done to represent the Rutland business community to the municipal government, and to present their needs and vision for an Urban Centre in Rutland. A thriving business community in Rutland's Centre will enhance the lives of all the residents who live in the Rutland Sector.

URBA has said that Community Safety will be playing a more prominent role in the future, We fully support URBA in working toward solutions for safety for the whole community. We believe that the safety of individuals and property are of serious concern and a priority for Rutland residents. We hope to work with and support URBA, RCMP, and the City of Kelowna to ensure greater safety for the residents of Rutland.

Most recently URBA and their executive director Karen Beaubier have helped the Rutland Residents Association obtain insurance for the Municipal All Candidates Forum, and we are truly grateful for this. Should the opportunity present itself the Rutland Residents Association is certainly happy to work with URBA on other projects in the future.

Sincerely,

Lynn Jack
Acting President
Rutland Residents Association
vicepresident@rutlandresidentsassociation.ca





July 19, 2022

Karen Beaubier
Executive Director
Uptown Rutland Business Association

RE: Endorsement of URBA's Positive Community Impact

As a committed community partner, Tourism Kelowna is pleased to endorse and support the dedicated efforts of the Uptown Rutland Business Association (URBA) to promote and connect local businesses, while they advocate for increased growth and visibility with broader community.

Tourism Kelowna is committed to growing the local visitor economy by promoting destination appeal, attracting new visitors, and encouraging new local spending. We know that promoting unique, niche destinations like Upper Rutland, adds a distinguisher to Kelowna's brand – and assists us in our goal of dispersing visitors and tourism spending throughout the city.

Working with URBA on joint projects such as Tourism Kelowna's popular digital passport program for the Uptown Mural Project has benefited both organizations. We are also excited to support URBA's promotional goals by offering new, Mural Project merchandise for sale to the 100,000-plus annual guests at the Kelowna Visitor Centre. Again, this benefits both of our organizations: creating an expanded sense-of-place for visitors while promoting the mural artists and developing the Uptown Mural Project as a new and exciting tourist activity outside of Kelowna's downtown.

We are confident that as Rutland continues to attract development, that opportunities for future amenities and attractions will also grow, which in turn which will also benefit Kelowna's brand and tourism sector.

Sincerely,

Lisanne Ballantyne

Lisanne Ballantyne
President & CEO, Tourism Kelowna

VALLEYVIEW CHIROPRACTIC & MASSAGE

Dr. Rick Mozell, BSc, DC ★ Dr. David Urness, BSc, DC ★ Dr. Heather White, BSc, DC

August 17, 2022

Uptown Rutland Business Association
Attn: Karen Beaubier, Executive Director

Dear Ms. Beaubier,

As a decades old business in Rutland, Valleyview Chiropractic & Massage has been a member of the Uptown Rutland Business Association for many years. We have witnessed the organization evolve from a community events focused organization to a stronger marketing and strategic minded organization that supports Rutland's small businesses. Initiatives like the Uptown Mural Project fulfills two objectives for URBA – the beautification of our community and it is an economic driver designed to bring people and new businesses to Rutland. URBA has helped create a vibrant business community in Rutland which means the people of Rutland will benefit as well. URBA responds timely to its members' needs. This aligns with Valleyview Chiropractic's own objectives of promoting a healthy lifestyle while providing service excellence to its clients. Valleyview Chiropractic encourages City Council to continue supporting URBA.

Sincerely,

Shaunie Brown
Office Manager
Valleyview Chiropractic & Massage



July 26, 2022

Uptown Rutland Business Association
Attn: Karen Beaubier

Dear Ms. Beaubier,

As an owner of a commercial property on Highway 33, the Director of a local Commercial Real Estate Brokerage and a Director for the Kelowna Chamber of Commerce, I am in full support of the Uptown Rutland Business Association (URBA). URBA's dedication to Rutland is apparent through their community events, area beautifying concentration and their overall efforts to improve the Live/Work quality of Rutland.

Our brokerage, Venture Commercial, a Division of Venture Realty Corp supports commercial property Owners, Landlords, Tenants, Purchasers and businesses in leasing and purchasing property throughout the province. We have noticed a large shift in interest into the Rutland market over the last couple of years and we believe this is due in part to the positive focus that URBA has emulated around Rutland recently.

We are honored to attest to the value brought by URBA and hope that the City Council will continue their support of this organization and the sense of pride in our community that it creates.

Kind Regards,

 *Chris Wills*

Chris Wills*PREC
Director, Venture Commercial, a Division of Venture Realty Corp.
Director, Kelowna Chamber of Commerce