

Kelowna Downtown
Business Improvement
Area Society

**DOWNTOWN
KELOWNA**

HISTORY

- The Kelowna Downtown Business Improvement Area Society
(Downtown Kelowna Association, DKA)
- Incorporated in November 1989.
- 3rd BC community to initiate a Business Improvement Area.
- One of the largest BIAs in the province.
- The focus of the DKA has changed & evolved over time.

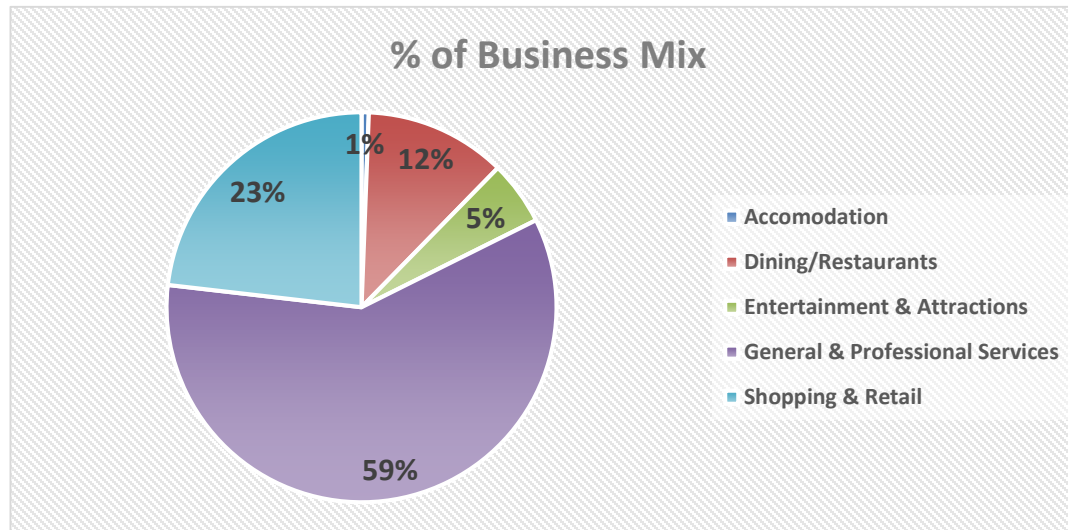
MEMBERSHIP

DKA membership includes the owners of non-residential Class 5 and 6 properties and their commercial tenants.

As of January 2022

Property Owners	212
Businesses	1093
Total	1305

MEMBERSHIP



Top Ranking Categories:	#	% of Business Mix
Accommodation	7	0.6%
Dining / Restaurants	128	11.71%
Entertainment & Attractions	58	5.30%
General & Professional Services	647	59.1%
Shopping & Retail	253	23.1%
TOTAL	1093	

DOWNTOWN KELOWNA BOUNDARY

- 42 square block radius from Harvey Ave. to Clement Ave. and from Abbott St. to Richter St.

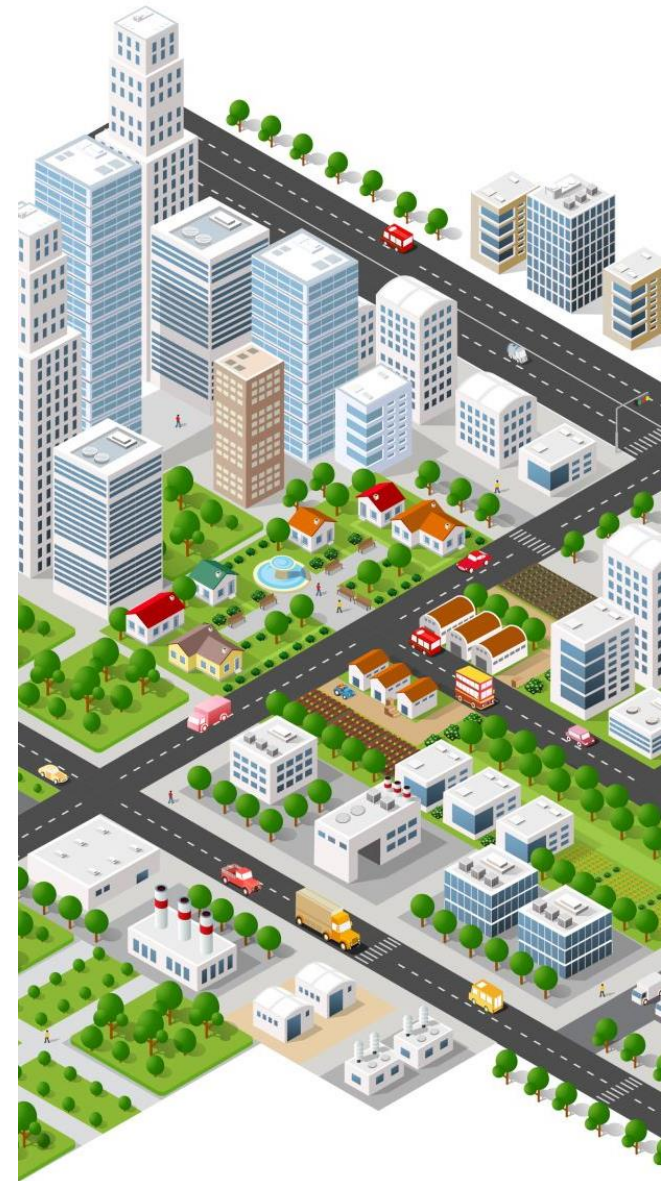


STRATEGIC PLAN

- Framework for the next five years based on the needs of the membership.

Contributes to the social and economic health of Downtown Kelowna.

- Safe, Clean & Inviting Downtown
- Membership Engagement
- Advocacy & Relationships
- Marketing & Promotion
- Expansion



ON-STREET SERVICES

Downtown On Call



7 days/week

4 Full-Time Teams

Clean Team



7 days/week

3 Full-Time Staff

Vehicles & Equipment





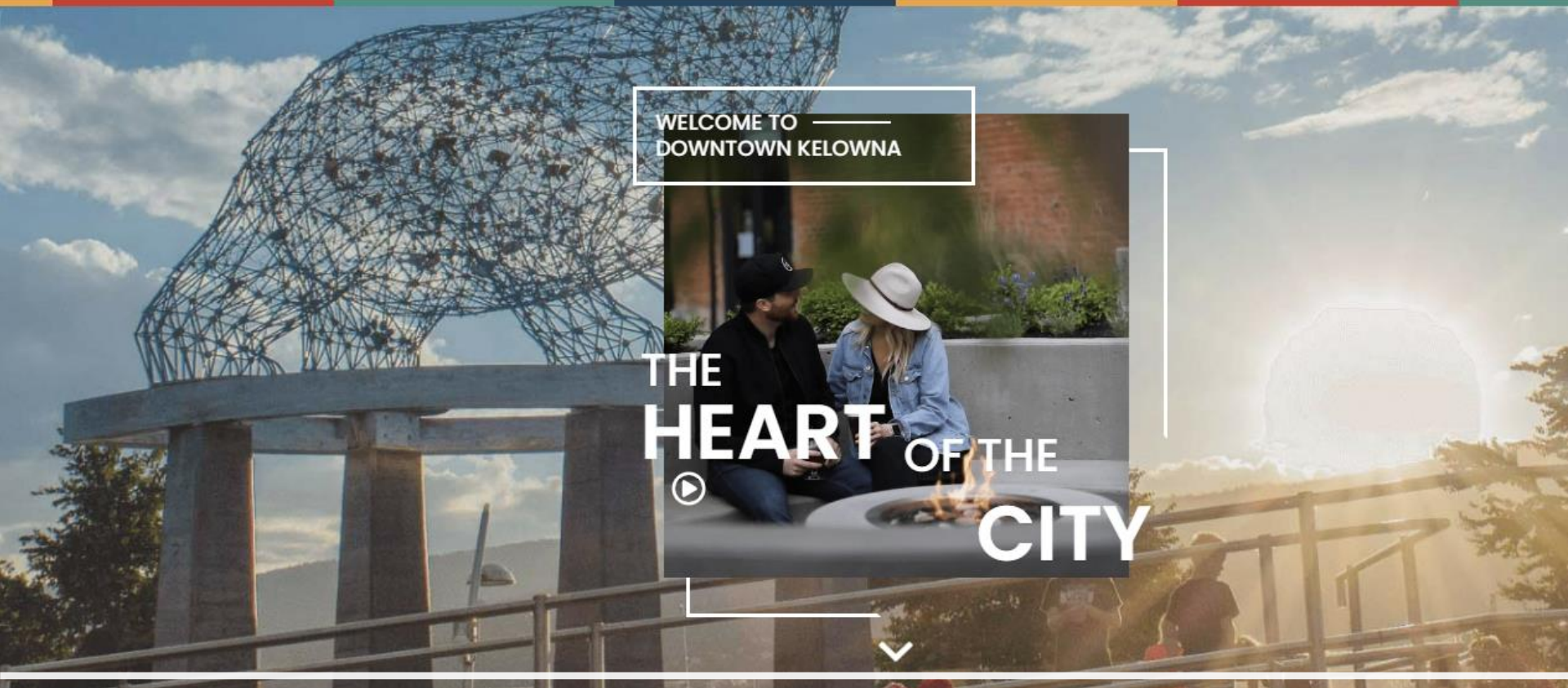
WHAT WE DO



WHAT WE DO

MARKETING & EVENTS

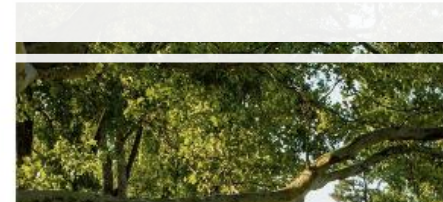
- DowntownKelowna.com
- Social Media
- Downtown After 5 (returned in 2022)
- Small Shop (Revived in 2022)



Our Website

DOWNTOWN KELOWNA

It's not just another part of Kelowna, it's the thriving heartbeat, the very pulse of



Downtown After 5



Meet Me on Bernard





Block Party

Show 'n Shine



Winter Street Market / Light Up



2024-2028 LEVY

2023	2024	2025	2026	2027	2028	
Levy	Levy	Levy	Levy	Levy	Levy	
\$1,148,954	\$1,263,741	\$1,335,860	\$1,390,040	\$1,445,320	\$1,503,075	Total
Increase \$	\$114,787	\$72,118	\$54,181	\$55,280	\$57,755	\$354,121
Increase %	10%	5.7%	4.1%	4%	4%	30.82%

2018-2019 BOARD OF DIRECTORS

President – Renata Mills, Festivals Kelowna

Vice President – Travis Pye, Lakehouse Homestore

Treasurer – Jaspal Dhial, GSL Group (Prospera Place)

Secretary – Caroline Bye, Secretary

Past President – Yarden Gershony, Rush Ihas Hardwick

Ex-Officio - Councillor Rick Webber

Jenna Kopperson, Deville Coffee

Tina Thygesen, Mission Group

Warren Turner, Turner Group

JoAnne Adamson, UBC Property Trust

Crystal Dougan, Little Hobo Soup & Sandwich

Thomas Eaves, Pushor Mitchell LLP

Nathan Matis, Sweat Studios

Jillian Povarchook, Olive & Elle Boutique

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Marketing Manager

Pawan Sandhu
Data & Web Coordinator

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