



Municipal Boating Facilities Commercial License Program (Council Update)

July 25, 2022

Project Implementation

Council Approval

Awareness

- Letter to existing business
- Coordination with Business Licensing

Licensing

- Register tow vehicle and boats/personal watercraft
- Insurance
- User rules & regulations
- Fee per boat

Oversight

- Bylaw
- Summer Student

Commercial Users

Staff identified **40 commercial entities** that have historically used the City's boat launch facilities

10 companies have completed all licensing requirements generating \$105,066 with another \$18,384 in committed revenue

8 companies have applications 'in-stream' awaiting finalization, which we anticipate will generate an additional \$16,000

Total anticipated program revenue of \$140,000 for this year

12 companies indicated that they have made other arrangements and that they will no longer be using municipal launches (as a result of the new program)

Public Engagement

The City has contracted with Urban Systems to assist with public engagement. This has resulted in:

- In-person survey
- Online community survey
- Industry workshop
- Intergovernmental workshop

Draft Guiding Principles & Objectives

Guiding Principles (high level value statements)

- Fairness
- Sustainability
- Collaboration
- Service Excellent

Objectives (implementation statements)

- Focus on User Experience
- User-pay Cost Recovery
- Balanced Lake Access
- Explore Partnerships

Next Steps

Re-engage with Urban Systems to:

- Finalize the guiding principles and objectives
- Develop recommendations aligned with guiding principles & objectives
- Develop an optimization plan for the management of the City's existing boating facilities

Return to Council with:

- Recommendations for ongoing use of the City's boating facilities
- Any changes to the Municipal Boating Facilities License program

Key Successes

#1: Reduced Commercial User Demand

- 12 companies have made alternate launching arrangements
- Anecdotal evidence suggests less congestion at boat launches

#2: Generated \$140k in Non-taxation Revenue

- Reflects principle of fairness – revenue generating users paying
- Off-sets taxation funding to maintain, repair and expand boat launches
 - Significant infrastructure improvements proposed for 2023

Questions?

For more information, visit kelowna.ca.

