

Report to Council



Date: 11/2/2016
File: RIM Classification Number
To: City Manager
From: Doug Nicholas, Sport & Event Services Manager
Subject: 2016 Outdoor Events

Recommendation:

THAT Council receives, for information, the report from the Sport & Event Services Manager dated November 2, 2016 regarding the 2016 Outdoor Event season.

Purpose:

To provide Council with an update on the 2016 outdoor event schedule as per Service Request #376358 from the August 22, 2016 council meeting.

Background:

Events add a dynamic element to Kelowna's landscape with opportunities for culture, sport, recreation and community building. Each year, permits for 120 to 140 outdoor events are approved with the majority of the events taking place between April and October. The City strives to be "event friendly" by linking event organizers with the tools, information and resources they require to be successful. At the same time, the integrity and accessibility of public spaces is a priority. The goal is to create a well-balanced schedule that offers a variety of high-quality events without "over-programming" public spaces and roadways.

The Event & Festivals Framework (Appendix A), endorsed by Council in 2012, provides guidance for a proactive approach to event management. It was developed to align City and stakeholder efforts and reduce barriers for event organizers, improving the probability of success. This increases the benefits to the community and positions the City as a strong contender with other municipalities when attracting events.

Some of the strategies and initiatives that continue to advance the framework are listed below.

Event Development Fund

- Event funding program intended to help foster a dynamic event environment in Kelowna through the strategic investment of resources. Two grant streams have been established to support both ongoing and new events.
 - City Services Offset Grant
 - Grant is provided to offset up to 75 percent of the City-related costs associated with staging an annual, festive outdoor public event on City property.
 - Provides staff with an annual opportunity to connect with event organizers regarding their planning and development of events and ensure that their event plans align with community priorities.
 - Fully subscribed with over \$28,000 allocated towards 14 events in 2016
 - Strategic Events Fund
 - Fund is designed to assist in the procurement of new large-scale participant based or spectator events. It also provides support for the rejuvenation, improvement or expansion of existing annual community events.
 - Great Okanagan Beer Festival (\$5,000), Mackenzie Golf Tour (\$7,500) and the Okanagan Animation Festival (\$5,000) have each received funding in 2016.
 - Discovery process is ongoing for enhancing existing events and/or securing new ones.

Event Volunteer Program

- Volunteer management program designed to support event organizers by engaging volunteers, increasing marketing and communication opportunities and providing a consistent approach to volunteer management across all events.
 - Program continues to develop and now includes:
 - An online marketplace (Volinspire): volunteer management, recruitment and recognition software tool
 - Templates and resources: volunteer forms, resource guides and event listings
 - Training: volunteer management workshops, volunteer training opportunities and e-newsletters
 - Staff support: dedicated staff person (20 hours per week) to support all aspects of event-related volunteerism

Event Policies & Procedures

- The Outdoor Events Team provides a consistent “one-stop shop” approach to all outdoor event requests and bookings, and coordinates the internal permitting process that includes City departments and community stakeholders.
 - Roles and responsibilities of the Outdoor Events Team include:
 - Outdoor Events Committee leadership: as per Council bylaw, the OEC considers applications for outdoor event permits and establishes the conditions to be met by event organizers
 - Event procurement: in collaboration with Tourism Kelowna, a proactive identification and strategic approach to the procuring of events
 - Event monitoring, evaluation & development: onsite monitoring, post-event reports, reviews and enhancements

- Community leadership and capacity building: information sharing, community engagement and leadership, alignment with community plans, balancing community impact with event requirements

2016 Highlights:

A wide variety of events have taken place in Kelowna in 2016 including races, festivals, community celebrations, fundraisers, parades, awareness events, tournaments, films, weddings and church celebrations. Between April and October, no matter the weekend, there was always something to see and do in Kelowna. Additionally, the outdoor event landscape saw significant growth through December and January with several unique winter events added to the calendar.

The community welcomed a number of inaugural events this year including a dream car rally, a rib festival and a professional golf tournament. Also, some one-time opportunities such as the “*Royal Visit*”, *Diner en Blanc* and several film & commercial shoots came to town. These unique opportunities were balanced with our own “home-grown” events that have become cultural and recreational mainstays in our community, such as the *Across the Lake Swim*, *Kelowna Apple Triathlon* and the *Fat Cat Children’s Festival*. In addition, bigger festivals such as *Canada Day*, *Center of Gravity* and *Rock the Lake* complimented an exceptional line-up of talent booked through *Parks Alive!* to contribute to a dynamic events schedule that had a vibrant music element.

A complete list of events is included in Appendix B.

2017 Plans:

Looking ahead to 2017, the Outdoor Events team plans to review and update the Outdoor Events Bylaw so that it clearly outlines the roles & responsibilities of the Outdoor Event Committee and provides an effective process for decision-making. Additionally, staff will work closely with Tourism Kelowna on the development of an events strategy that will provide a more strategic approach to the procurement of events in our community. Through this strategy, the City and Tourism Kelowna will be better positioned to align efforts, embrace the unique climate and culture of Kelowna, and establish events that complement both the people and the environment.

Through preparations to host the 2019 55+ BC Games, staff will pursue opportunities for pre-2019 tournaments & events with sports associated with the Games. Within the film industry, there is an ever-growing list of production companies looking to shoot their films, promotional campaigns or commercial spots in our community. Staff will work closely with the Okanagan Film Commission to develop a process and procedures to effectively support this growing industry.

Finally, as the City strives to be the best mid-sized city in North America, staff will continue to work with stakeholders to discover, develop or procure events that will bring new experiences to residents and visitors while enhancing the reputation of Kelowna as a vibrant and active community.

Internal Circulation:

Event Development Supervisor, Community & Neighbourhood Services Manager,
Communications Advisor

Considerations not applicable to this report:

Financial/Budgetary Considerations:

External Agency/Public Comments:

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Personnel Implications:

Alternate Recommendation:

Existing Policy:

Communications Comments:

Submitted by:

D. Nicholas, Sport & Event Services Manager

Approved for inclusion by:

J. Gabriel, Divisional Director, Active Living and Culture

Attachments: Appendix A - Event & Festival Framework

Appendix B - 2016 Event List

PowerPoint Presentation - 2016 Outdoor Events