



URBA Renewal 2018-2022




**Uptown
Rutland**
BUSINESS ASSOCIATION


Rutland
We're just getting started

EXECUTIVE SUMMARY

Over the past five years, the URBA board and members continue to have a direct, positive influence when it comes to Rutland businesses and the community overall. Through the Business Improvement Association, URBA is determined to be part of the process when it comes to revitalization and the creation of a defined Town Centre for Rutland which is long overdue.

Revitalization is an ongoing process; numerous goals have been achieved and continue to cultivate such as C7 zoning; Revitalization Tax Exemption Bylaw, which is designed to encourage new residential and commercial development to locate within urban centres; transit improvements and the redesign of Hwy 33. URBA has cultivated community partnerships with RCMP, non-profit organizations and city staff, we have hosted community clean-up events, focused on streetscape improvements such as planters, hanging baskets and new banners. URBA continues to produce signature events throughout the year to encourage people to stay, play, work and live in Rutland.

EXECUTIVE SUMMARY

Our goals include: creating an attractive, viable business community, lobbying for improved public transit, roads, community facilities, parks, schools and access to local social services. We also want to focus on physical, social and economic infrastructure improvements to build a safer, stronger and a healthier area while significantly enhancing the quality of life for both businesses and residents.

URBA will be instrumental in creating incentive programs and tie them to revitalization for our area. Programs such as facade improvement grants, awning, and lighting and signage grants have worked well for other communities and ideas such as this could benefit the Rutland Town Centre. Improving member engagement is another aspect URBA will focus on moving forward. Done right, member engagement builds loyalty. We want to see more of our members using our services and programs and experiencing first-hand what the BIA can do for them

2.0 VISION

2.1 Mission Statement

To develop and market Uptown Rutland in conjunction with community stakeholders, as “an excellent area to do business, live and play”.

2.2 URBA Vision for the Rutland Town Centre

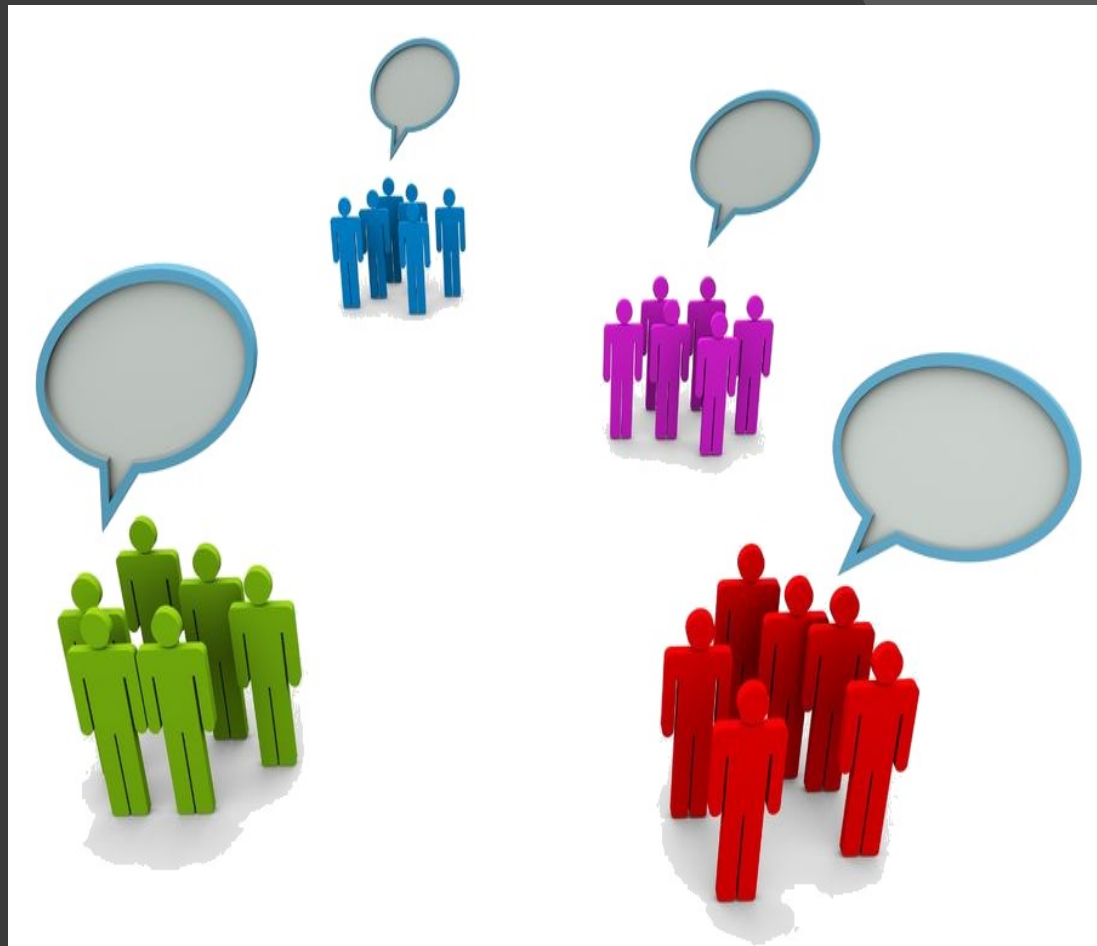
Continuously support a healthy business community that celebrates the diversity in which we live, work and play in.

Mandate: To market the commercial areas, attract new business and assist with business development goals in co-operation with public and private sector partners.

2.3 Strategic Priorities

- Relationships
- Beautification
- Promotions

On May 30th, 2013 the Uptown Rutland Business Association (URBA) took the initiative to host a workshop that would establish a coming together of Community Groups, Business Officials and Business Owners who share an interest in Rutland. This was the first "coming together" of these diverse interests and represented a significant shift towards a new cooperative strategy that would benefit all groups.



In essence, what started as a task to create a list of demands for Infrastructure and Program Development for Kelowna City Council and Administration quickly evolved into a "Community Based - One Voice Strategy". The mandate of this Group would be to provide on-going input into the Strategic Planning of Kelowna and Senior Governments.

The Group was called

TRUST –

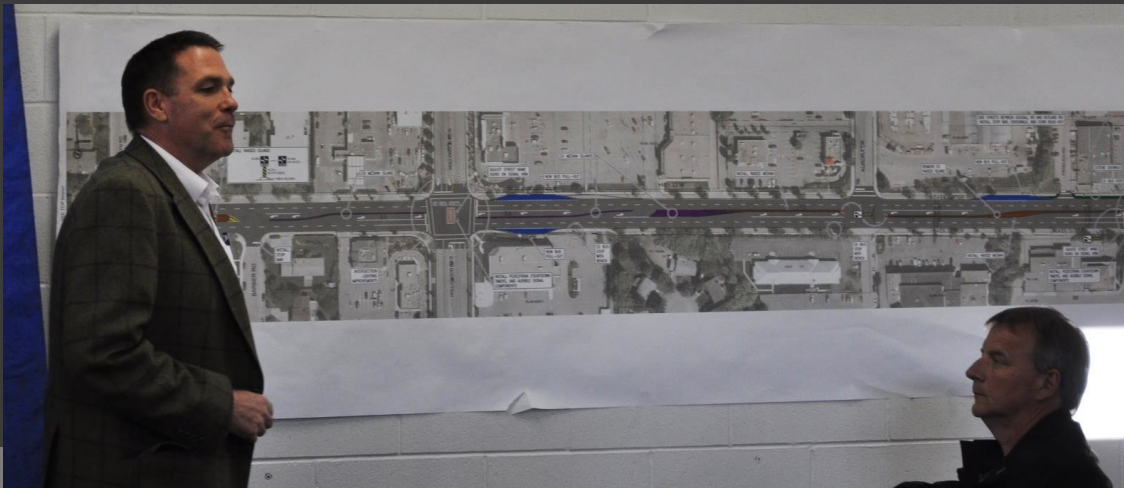
The Rutland Unified Stakeholders Team



It received widespread support from the participants including; City Hall, Political and Administrative Representatives. This group would go beyond the short term demands and interests of the community by attempting to reconcile internal differences and presenting a unified front for City Hall and Senior Government Officials. This was welcomed by City Hall Officials as for them, it is much easier to address the needs of one unified group than a myriad of competing interests. This is a unique model of cooperation between business, residents and interest groups that is not typical in B.C.

ACCOMPLISHMENTS - 2013

- Rutland Dig Your Neighbourhood 2013-2014 – UBCO partnership
- Work began on HWY 33
- A successful workshop that formed **TRUST**
- Shepherd Rd Transit Exchange launched.
- 83 new trees added to Lion's Park to enhance its beauty.
- Partnership with Parks Alive established.
- Partnership with UBCO and their 4th year marketing students.
- Our Rutland project with the City of Kelowna - \$132K



ACCOMPLISHMENTS - 2014

- Hwy 33 and Dougall Road upgrades were completed.
- We have attractive new banners up Hwy 33, Hollywood Rd and Rutland Rd. They showcase our new logo and reflect the seasons of Okanagan.
- Partnerships that make a community grow and prosper began. The City of Kelowna, The Regional District, Chamber of Commerce, Economic Development Corp, Pathways, the Salvation Army, Ministry of Transport, Rutland Park Society, Rutland Residents Association, Festivals Kelowna, Blue Sky @ Black Mountain and the list keeps growing. The ability to partner effectively with other individuals and organizations -- both inside and outside the community -- is extremely vital so Rutland can be a viable and healthy community.



ACCOMPLISHMENTS - 2014

- Changes to Roxby Park and the new community market began. Every Sunday from April-October people will enjoy local vendors, artisans, crafters, farmers and more. People of Rutland will be able to stay right here to find all they need, and the atmosphere will be quirky, fun, social and relaxing. We will also see the residents of Okanagan come up to see all the great new things happening in Rutland.

- We have enjoyed a few new businesses and there are more on the way. The redevelopment on the corner of Hwy 33 and Rutland Rd N. now called "Rutland Crossing" is a welcome addition to our neighbourhood.



ACCOMPLISHMENTS - 2015

- Spring Clean Up
- Art in Empty Spaces
- Over 100 businesses participated in our events by providing sponsorship, volunteers, prizes or a combination of the three, Over 500 volunteer hours were recorded for our events.
- Partnerships with SD23, Rutland Parks Society, Festivals Kelowna, the Okanagan Men's Shed, Salvation Army and Arts Council of the Central Okanagan helped create synergy throughout the community.

ARTSCAPE
Art in Empty Spaces



**Community Exhibition
Spaces in Rutland**
on display until Nov 25th

Mark Beaulieu, Colleen Dyson & Maureen Lejbak - Amir's Market
Shannon Breadner - Raz D Salou
Marcela Valania - Benson Law LLP
Daniel Dearborn - Norm Letnick, MLA office
Elsie Fellows, Cherie Hanson & Jolene Mackie - Uptown Rutland Business Association
Caley Krantz, Bobby Vandenhooft & Jolene Mackie - Aubin & Associates - Notaries Public
Bobby Vandenhooft also - Forsythe Chiropractic
Sea Dean & Cyndee Barnister - Rutland Plaza
Jason Chan - Okanagan Regional Library, Rutland Branch
Tina Knoothuizen, Shannon Breadner and Sheldon Pierre Louis - Valley First Credit Union

An Art in Business collaboration brought to you by:



For more info visit artsco.ca



A project made possible through funding from the Central Okanagan Foundation

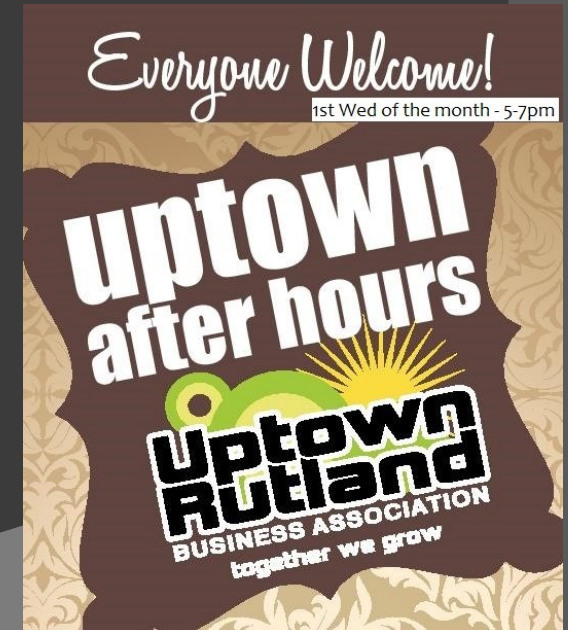


ACCOMPLISHMENTS - 2015

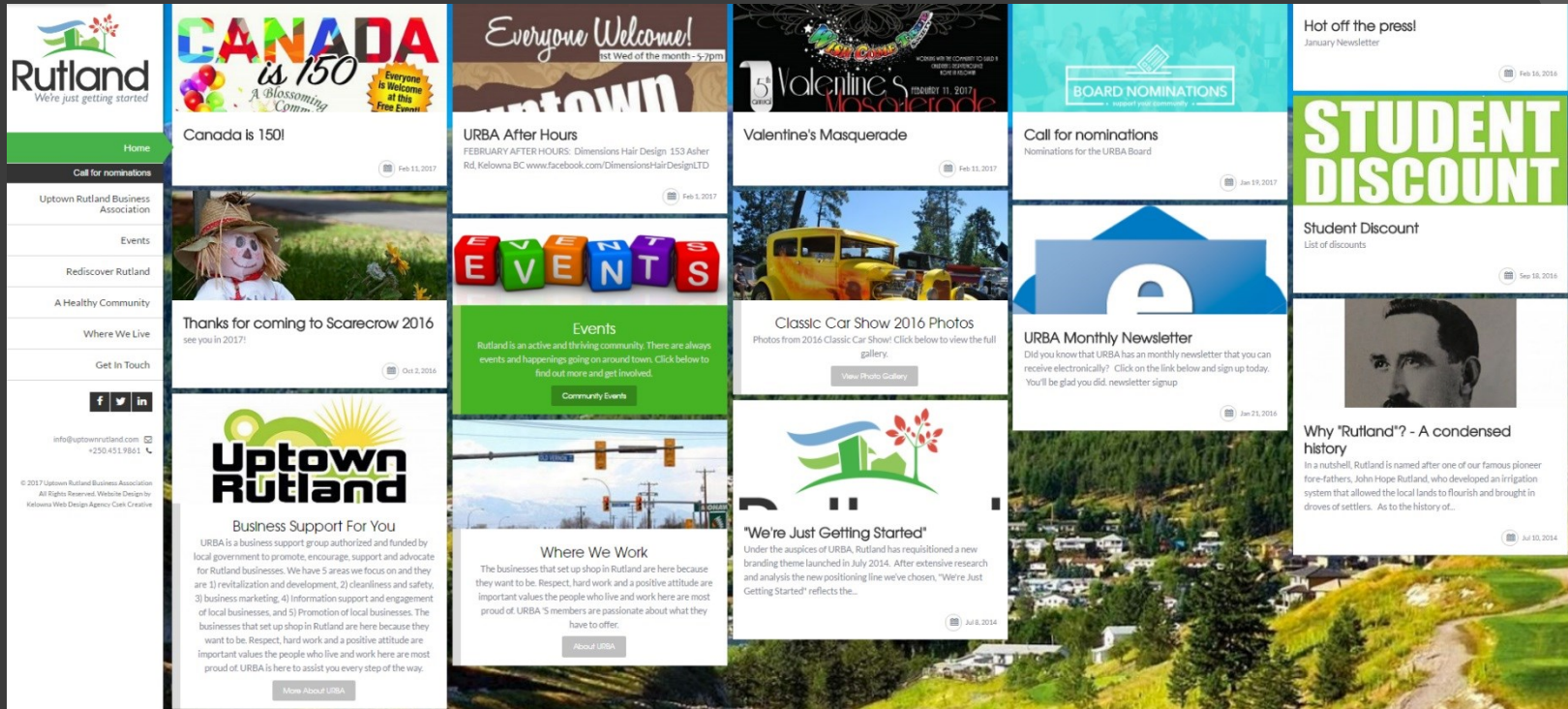
- Roxby Square's revitalization included: new benches, lights and trees thanks to help from URBA. It is now the new entrance way to Rutland's Community Market every Sunday, April through October.
- Our Business After Hours has grown to over 100 people per event and our other networking events such as Nine & Dine, Business Walks and Small Business Expo were also successful.



Mayor Basran cuts the ribbon on Roxby Park with other members of City Council, Uptown Rutland Business Association, Rutland Parks Society, MP Ron Cannan, and MLA Norm Letnick. (Photo Credit: KelownaNow.com)



- URBA's monthly newsletter is sent out electronically and thanks to our partnership with Pathways Abilities Society, it is hand delivered to each business in our BIA. Our web site has also seen triple the volume since a year ago.



Website stats

March 1 2014-March 1 2015

Sessions: 7,676

Users: 5,591

Page views: 20,730

New Visitors 72.9%

Returning Visitors 27.1%

March 2 2015-March 2016

29,763

23,229

65,652

77.2%

22.6%

ACCOMPLISHMENTS - 2016

- Pianos in the Park
- Summer Students brought on board
- Key stakeholders are doing renovations and up-grades to their businesses
- New business moving into the area
- Work at Rutland Centennial Park continues
- Small Business Expo success
- After Hours engages new faces



SMALL BUSINESS EXPO

A JOINT VENTURE BETWEEN THE KELOWNA CHAMBER OF COMMERCE & UPTOWN RUTLAND BUSINESS ASSOCIATION

RUTLAND CENTENNIAL HALL



ACCOMPLISHMENTS - 2016

- Events have been fine-tuned and numbers keep growing
- 1st annual Grub Crawl took place in Sept
- New Christmas Tree and décor
- Governance package for URBA board created and adopted
- Social media & website traffic continues to grow
- \$25K grant from the province for trees at Rutland Centennial Park
- Trees replaced up Hwy 33 and still ongoing



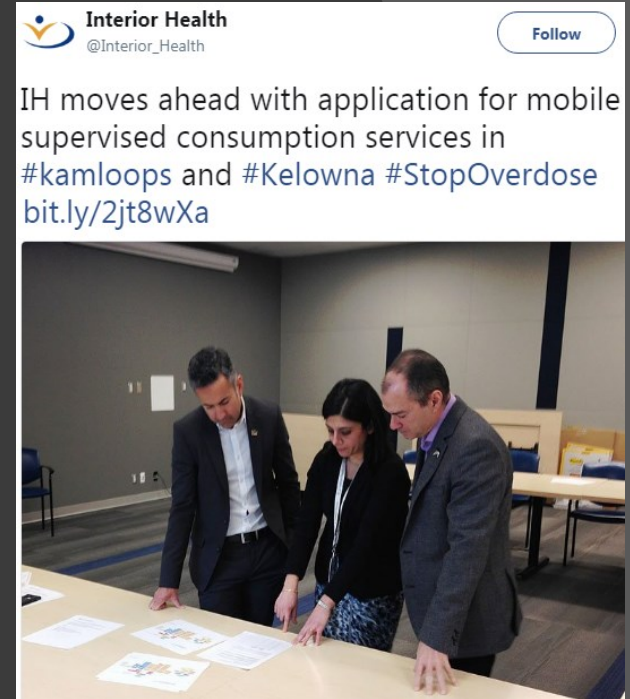
ACCOMPLISHMENTS - 2017

- Survey conducted with membership in April
- Annual Spring Clean Up done by our members with the support of RDCO
- Event sponsorship and attendance continues to grow
- Prospectus Map – partnership City of Kelowna
- Summer students contract was renewed
- Partnership with City of Kelowna Parks Department to add additional planters and hanging baskets



ACCOMPLISHMENTS - 2017

- URBA partnership with Interior Health and several outreach service agencies are working on solutions to reduce the number of discarded needles in our City
- Pianos in the Park program returned to our community
- Ongoing partnership with Parks Alive to host their events in our area
- Committee formed to help Thrift Stores deal with the items dropped off “after hours” to help clean our areas clean of debris
- URBA is a strong advocate for the City of Kelowna’s “service request” on line program



EVENTS hosted by URBA:
attendance and community involvement
increasing each year

- Easter Egg Hunt
- Small Business Expo
- Uptown Rutland Car Show



BUSINESS EXPO 2017 PRESENTED BY:



&



THURS JUNE 15TH
4:30-7:00PM
LOCATION:
ROXBY SQUARE
250 HWY 33 KELOWNA

SPACE IS LIMITED...

This outdoor event features a trade show component, networking with the business community, simple and tasty appetizers, local wineries and brewery. It's a great way to showcase your business's products and services and connect with old and new customers.

**SUPPORT
LOCAL
BUSINESS**

MAKE KEY BUSINESS
CONTACTS AND "SEAL
THE DEAL". PEOPLE DO
BUSINESS WITH PEOPLE
THEY KNOW

**ONLY 50 SPACES
AVAILABLE**
Booth space - \$100
Includes:
6 foot table
2 chairs
Food & Beverage
tickets for 2

Full payment must be
received to reserve booth.

Admission cost
\$10 in advance
\$15 at the gate

On line Registration opens
Friday April 21st at
ourrutland.ca
Questions?
250.451.9861
info@uptownrutland.com



Will be live on site!
All vendors will have a
chance to win an
advertising package valued
at over \$2400.



EVENTS hosted by URBA: attendance and community involvement increasing each year

- Uptown Rutland Nine & Dine Golf & Networking Event
- Uptown Rutland Scarecrow



EVENTS hosted by URBA:
attendance and community involvement
increasing each year

- Grub Crawl
- Uptown Rutland Christmas Light Up



Uptown Rutland presents...

RUTLAND GRUB CRAWL

Come taste the food of your community!

a **\$15** ticket provides you with a small appetizer at EACH restaurant

Post photos on social media from every restaurant during the event to better your chances to win fantastic gift cards for the restaurants!

Tuesday September 27th 4:00-8:00pm

Only 200 tickets available! Purchase in advance.

WINGS Tap & Grill
MEMPHIS Barbeque House
casual savings cafe
Wok Inn

OLYMPIA GREEK TAVERNA
Domino's Pizza
dosa crepe

SUSHI ZEN

FOR TICKETS & INFO 250.451.9861 www.ourrutland.ca
info@uptownrutland.com





URBA AGM	March
URBA Board Meetings	3 rd Wed of every month
Uptown Rutland Business After Hours	1 st Wed of every month
*BIABC Conference	April
*Vaisakhi Parade	April
Spring Clean Up	May
*Rutland May Days Parade	May
Small Business Expo partnership with Valley First Credit Union	June
Uptown Rutland Car Show	August
Uptown Rutland Nine & Dine Golf & Networking Event	August
Grub Crawl	September
Business Walk	October
Uptown Rutland Scarecrow	October
Turn Down The Heat – BIABC/FORTIS	Fall
*Remembrance Day	November
Salvation Army Bell Ringing	November
Uptown Rutland Christmas Light Up	December

Please note: URBA is NOT the host for all of these events but we do participate
 (* means not hosted by URBA)



Key points that we would like to see the URBA/TRUST focus on:

- **MARKETING OUR STRENGTHS** – share what is unique to our area ,
- **CREATE A TOWN CENTRE**
- **FLEXIBLE HOUSING** – affordability, seniors, students, families, multicultural. Can the city offer incentives?
- **EDUCATION** – promote how Rutland is a great place to live K-U (Kindergarten-University)
- **IMPROVE OUR MOBILITY** – transit, walkability, bikes, traffic calming
- **ATTRACT NEW BUSINESSES**
- **FIND NEW PURPOSES FOR OLD BUILDINGS** (don't sell it change it!)
- **CREATE A SENSE OF PLACE** – gathering place, green space, more culture, sense of security



URBA OBJECTIVES

Short Term

- Attract new businesses
- Work together with the City of Kelowna to finish Hwy 33 corridor with streetscape improvements
- Encourage the UBCO faculty and students to experience what the Uptown Rutland merchants and services have to offer
 - Student discount program have been established and we will continue to market the concept throughout the School District, OC and UBCO
 - Work with developers to promote the many multiuse developments that have been completed or near completion
- Be proactive and look at some strategies for a healthier Uptown Rutland community
- Work with the Economic Development Commission of the Okanagan to develop a retail recruitment strategy to attract targeted retailers to the Rutland Town Centre
- Together with the Downtown Kelowna Association, host a Business Improvement Areas of BC Convention, introducing 300-400 people to the City of Kelowna in 2018

URBA OBJECTIVES

Long Term

- CREATE A TOWN CENTRE
- Marketing our strengths – share what is unique to our area
- Flexible housing – affordability, seniors, students, families, multicultural. Can the city offer incentives?
- Education – promote how Rutland is a great place to live K-U (Kindergarten-University)
- Improve our mobility – transit, walkability, bikes, traffic calming
- Find new purposes for old buildings (don't sell it, change it!)
- Create a sense of place – gathering place, green space, more culture, sense of security
- Continue to grow and evolve our signature events; Business Expo, Cruisin the Park Car Show, Uptown Rutland Scarecrow Festival and Christmas Light-Up
- Build stronger partnerships with community associations such as the Rutland Residents Association, Black Mountain Residents Association, Blue Sky at Black Mountain, Rutland Park Society and Big White
- Create a Town Centre-Incorporating the “Urban Centres Roadmap” work with the City of Kelowna to develop principles, policies, designs and planning objectives which will define the character of the Rutland Town Centre.

FIVE YEAR BUDGET 2018-2022

Proposed BIA Budget					
	2018	2019	2020	2021	2022
Revenue					
City Funding Tax Levy (Capped)	180,564	185,079	189,706	194,449	204,172
Other Income Events, Sponsorships, Grants	50,400	35,400	50,400	35,400	50,400
Total Revenue	230,964	220,479	240,106	229,849	254,572
Beautification/Streetscape	24,000	14,000	34,000	19,000	44,000
Community Safety/Programs	4,000	4,000	2,000	2,000	2,000
Events & Promotions	33,571	33,961	34,358	34,763	35,176
General and Administration	153,951	151,836	152,509	155,297	159,147
Marketing	12,000	12,500	13,500	13,500	11,000
Total Expense	227,522	216,297	236,366	224,560	251,323
Net Revenue	3,442	4,182	3,740	5,289	3,249



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