

December 10, 2001

**2001 DKA Downtown Highlights**  
(attachment to City Council Presentation)

As a quick reference here are some of the key programs the Downtown Kelowna Association has been involved with in 2001. Thank-you to the City of Kelowna for recognizing downtown as Kelowna's premier town centre and working actively to make it the best it can be! Without your help many of the downtown initiatives below would not be possible.

We look forward to the opportunity to continue working to ensure downtown is a positive and welcoming place in 2002!

2001 HIGHLIGHTS

- ✓ Free Saturday Parking for December 2001 – in partnership with the City of Kelowna
  - ✓ 2<sup>nd</sup> Annual Awesome August Nites Car Show – in partnership with CNIB
    - ✓ 13<sup>th</sup> Annual Christmas Lite-Up
      - ✓ Downtown Mardi Gras
  - ✓ 2001 BIZ PATROL – in partnership with City Parks and Leisure Services
- ✓ Launch of a Heritage Walking Tour Ambassador in partnership with the Kelowna Heritage Foundation
- ✓ The DKA Kids First Celebration – a key activity and sponsor of Canada Day
  - ✓ 80 flower barrels brought to the sidewalks of downtown
- ✓ The City and DKA take care of downtown garbage by installing 22 new downtown garbage cans south of Bernard.
- ✓ The DKA and City of Kelowna partner on the development of a socio-economic impact study for downtown one-way streets.
  - ✓ Whose job is it? - information flyers
  - ✓ Parking token program enhanced and launched with new tokens
- ✓ Educating people on where they can park downtown – Kelowna Map Guide and the Downtown Parking flyers
  - ✓ Graffiti Removal Program in partnership with the Downtown Patrol
    - ✓ Downtown Clean-up Days
- ✓ Downtown Patrol – launched May 2001 in partnership with the City of Kelowna and OTAS.

- ✓ DKA Financial support to the pilot Community Safety Camera launched on Queensway.
- ✓ CHBC Co-op advertising campaigns Fall and Winter 2001
- ✓ Banners on Harvey welcoming everyone to Shop, Dine, Work and Play downtown
  - ✓ Information Kiosks in Towne Centre Mall (year-round) and at the Sails
  - ✓ Listing of downtown events and businesses at [www.downtownkelowna.com](http://www.downtownkelowna.com)
- ✓ The launch of the official guide to the best of Kelowna – the Downtown Kelowna Guide (15,000 distributed)

