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**CITY OF KELOWNA**  
**MEMORANDUM**

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**Date:** December 30, 2001  
**File No.:** 8100-20  
**To:** City Manager  
**From:** Acting Recreation Services Manager  
**Subject:** Wakeboard & Waterski World Cup

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**RECOMMENDATION:**

THAT City Council support hosting the Wakeboard & Waterski World Cup July 12-14, 2002 at Waterfront Park as recommended by the Parks and Facilities Committee, provided that:

- Staff be able to review the tobacco advertising prior to being installed.
- The tobacco advertising comply with all federal advertising regulations.
- The tobacco advertising not be permitted within the radius of the Operation ID Program.
- The appropriate steps be taken to protect the Rotary Marshes during the event.

**BACKGROUND AND DISCUSSION:**

Masev Communication is the organizing body behind the Wakeboard & Waterski World Cup. An Events Summary and Schedule of Events from the 2001 event is attached.

The current major sponsor of this event is Export A. Masev Communication has a two year commitment with Export A. Masev Communication is in the process of securing an alternate major sponsor (non tobacco company) to continue beyond 2003.

Over the past two seasons the event has been held in Abbotsford. However, Abbotsford has passed a by-law stating that they will not support events that include advertising from tobacco companies. For this reason as well as finding a more attractive hosting site, Masev Communication has approached the City of Kelowna to become the new home for this event.

All tobacco advertising must follow the guidelines and standards as established by Health Canada. The advertising program is prepared by Export A with input from Masev Communication.

The proposed date for the event is July 12-14, 2002 at Waterfront Park. There are no other major events in Waterfront Park or City Park during this time. This event would be one week prior to The Kelowna International Regatta. Discussions are planned between Regatta and the World Cup organizing body to explore and develop partnership opportunities. Also, Masev Communication has expressed an interest in a multi-year commitment to keeping this event in Kelowna.

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Jim Gabriel, Acting Recreation Manager

Attachment: 2

cc: Acting Director of Parks and Leisure Services