
CITY OF KELOWNA

MEMORANDUM

Date: August 13th, 2003
File No.: 8205-20
To: City Manager
From: Cultural District Project Manager
Subject: Market Research Study Results – Cultural District

RECOMMENDATION:

THAT Council receives for information the Final Report of the Market Research Study conducted by ImagiNetworks and submitted to the Cultural District Office as attached to the report dated August 13th, 2003 from the Cultural District Project Manager.

BACKGROUND:

At a regular meeting on July 29th, 2002, City Council passed the following resolution R651/02/07/29, that the Cultural District Implementation Task Force include the following work groups;

- Marketing
- Festivals and Events
- Product Development
- Funding, and
- Capital Projects and Long Range Planning

Since that time the Cultural District Marketing Committee has been working hard to implement the Cultural District marketing plan. Marketing funds have been allocated and progress has been made in terms of branding and selling “Kelowna’s Cultural District”. The marketing committee had completed a 3 year marketing plan and is currently in year two (2003).

DISCUSSION:

The Cultural District Marketing Committee understands the importance of tracking and measuring the marketing campaign, its successes and the areas that need improvement. In order to gauge the success of the marketing campaign and thus have the ability to make informed decisions according to the marketplace the committee included funds for hiring a consultant to complete a 3-phase market research study in the marketing plan.

With the approval of the Cultural District Task Force, the marketing committee hired a consultant to complete the study.

The Market Research Study (Benchmark Study) is provided for Kelowna's Cultural District. The objective is to assess public awareness and perception of the Cultural District in Kelowna.

Information for the study was gathered by ImagiNetworks Business Solutions through telephone and intercept interviews. A total of 301 phone interviews were completed within the Kelowna and Westside areas controlling the number of responses obtained from each city sector consistent to current estimated population distributions. Intercept interviews were completed with 151 randomly selected individuals in various locations and time slots in the Cultural District. Both sets of interviews were completed during April 2003.

Survey topics included; demographics, community event sources, name awareness, perception of Cultural District, perception of activities, frequency and accessibility of venues, self-guided walking tour, website usage and perceived value to the City. It is these findings that will be able to assist the marketing committee in future planning.

This is the first of three reports to be prepared annually and will provide the baseline to which future reports will be compared.

1st phase: May 2003 (completed)

2nd phase: May 2004

3rd phase: May 2005

See attached executive summary and final report for year one

Lorna Gunn
Cultural District Project Manager

cc: Director of Parks and Leisure Services
Manager of Recreation & Cultural Services
Director of Planning and Development Services
Special Projects Planning Manager

/Attachment