
CITY OF KELOWNA

MEMORANDUM

Date: July 5, 2005
File No.: 7710-01

To: City Manager

From: Sports and Facilities Manager

Subject: **Sport Tourism and Development**

RECOMMENDATION:

THAT City Council receive the report regarding Sport Tourism and Development from the Sports and Facilities Manager dated July 5, 2005.

BACKGROUND:

Do you live in a sports town?

In a recent editorial in the Province newspaper, readers were asked to submit their best case why they think they live in one of the top 10 best sports towns in BC. After some research it became very clear that Kelowna has a sporting history that puts us amongst the top. The City of Kelowna entered a 50 page submission concluding that there isn't one sports team or event that describes why Kelowna is a sports town. But rather it's the whole package; it's the athletes, the facilities, the coaches, the fans, the dedicated volunteers and the support of our community through pride and spirit.

The submission is broken into 5 different categories including:

1. Top 10 Reasons
2. Kelowna's Sport Heroes
3. Kelowna's Sport Hosting History
4. 2005 Sport Events
5. Kelowna's Unique Events

A copy of the submission can be found in the Council Reading file.

Our past provides clear evidence that Kelowna has always been a leader in sports. In 2005 alone we will see over 100 high profile sporting events in Kelowna, including 12 Provincial, 1 Western Canadian, 3 National, and 2 World Championships.

The Province Community Sport Reporter complemented the City for the very detailed and impressive package submitted. He was looking for additional unique information on Kelowna and asked if we had a sporting event that was held in 1905 in our archives. The Province's questions have led us to believe that we will be amongst the top 10 in BC. Those communities selected will receive a 2 page spread in the Province highlighting their sport features.

As more communities recognize the value of sport, it is important that Kelowna remains a leader in sport tourism. In support of sport tourism, we have developed an Event Development Strategic Plan which will further define Kelowna as a preferred sports destination.

Event Development Strategic Plan

The Sport Kelowna partnership, consisting of the City of Kelowna Recreation Department, Tourism Kelowna and PacificSport-Okanagan, kicked off in April 2002. Since that time, we have made significant strides in becoming a leader in the area of sport tourism and sport development. This partnership has become a successful model gaining provincial and national recognition.

One of the targeted *outcomes* of Sport Kelowna includes Event Development. The fundamental *goal* is to attract more sport events to Kelowna. The *objectives* include:

- Enhance the profile, visibility, and credibility of sport in Kelowna at the local, provincial, and national level,
- To increase the number of sport tourism activities during the shoulder season (October thru May), and
- Maximize all Olympic and Paralympic opportunities.

Please find attached the Event Development Strategic Plan outlining strategies and work plans to further position Kelowna as a preferred sports destination.

It's the personal relationships that Sport Kelowna builds with our Local Sport Organization's that will drive the development of events happening in our community. As we provide them with the right tools and resources to host successful and memorable sports events, we will continue to see the growth and establishment of new sports events in Kelowna.

As we anticipate the 2010 Winter Games, more and more communities are recognizing the significant impact that sport tourism brings to the economy. It is essential that the City of Kelowna continue to support the development of sport and sport tourism in Kelowna.

Jim Gabriel
Sport & Facilities Manager

Pc: Director of Parks and Leisure Services
Recreation Services Manager
Event Development Coordinator

Attachment