
CITY OF KELOWNA

MEMORANDUM

DATE: January 29, 2008
FILE NO: 1853-20
TO: City Manager
FROM: Development Manager, Recreation, Parks & Cultural Services
SUBJECT: UBCM Grant – Community Tourism Program – Phase 2

RECOMMENDATION:

THAT City Council authorize staff to submit a grant application for the UBCM Community Tourism Program – Phase 2, in the amount of \$180,295;

AND THAT Council authorize the distribution of these funds as presented in the report from the Development Manager dated January 29, 2008.

BACKGROUND:

The Community Tourism Program was initiated by the Premier when program funding was originally announced at the 2004 UBCM Convention in Kelowna. The primary goal of the provincial program is to assist local government in increasing tourism activity that, in turn, will build stronger economies. Eligible projects are those that support the program goals and enhance tourism development including;

- the development and enhancement of festivals and events,
- development or upgrading of tourism plans,
- development, enhancement and branding of marketing materials,
- infrastructure development of a capital project directly related to tourism.

The City of Kelowna was awarded a Phase 1 Community tourism grant for \$180,292 for 2006/07. The City administered this program in partnership with our community partners; Festivals Kelowna Society, Tourism Kelowna and the Okanagan Cultural Corridor Project. The City and its partners were successful in achieving all of our objectives and received recognition from UBCM administration for a "remarkable project and report", which was previously circulated to Council.

The UBCM Community Tourism Grant - phase 2 is now available, and Kelowna is invited to submit an application. Staff has identified five key development areas appropriate for this grant. Council will note a greater diversity of projects and developmental work, to better position existing initiatives for growth in the tourism related sector.

1. Development of Sport Tourism – fund distribution - \$25,000 - through the Sport and Recreation Division.

Sport Event Hosting Strategy and Action Plan – As we look to the future over the next 5-10 years including pre/post 2010 Olympic Games related opportunities and hosting major multi sport events such as the 2015 Canada Winter Games, the development of a new Event Hosting Strategy and Action Plan would provide a framework that identifies priorities through a planned proactive approach.



The goals of the project include:

- Engage Key Stakeholders – The strength of an event hosting strategic plan will come from the local sport community. Their involvement and ownership becomes critical in its success.
- Analysis of Best Practices – An analysis of Kelowna's current practices and delivery model as relates to sport event hosting as well as other similar communities. This information will be used to identify best practices and how they might be enhanced, expanded or replicated in Kelowna.
- Evaluation Matrix – Develop an evaluation system which would take into consideration a number of key factors for proposed events (i.e. economic impact, time of year, local sport capacity and development opportunity, facility capacity, participant focus, spectator focus, etc.) and would assist in determining strategies and timing for bidding on events.
- Strategy and Action Plan – Develop a comprehensive plan that becomes the next evolution of the Sport Kelowna partnership that will maximize Event Hosting resources and clearly outline roles, priorities and direction for the primary partners and local sport organizations. It will focus on realistic objectives and build on community strengths and opportunities.

2. Development of Local Festival and Event Industry Resource Capacity and Efficiency – fund distribution - \$45,000 – through the Festivals Kelowna Society.

In the fall of 2007, an inaugural session with representatives of the festivals and events industry was held to explore areas such as professional development, mentoring, fostering of collaboration, effective use of resources within the local events industry, and encouraging diversification of presentations. Broad support was achieved for professional development and training for festival and event producers including;

- Developing strategies for increasing organizational capacity for producing festivals and events in Kelowna;
 - Event producers welcome professional development opportunities, leading to better events, increased audiences and contribute to increased tourism,
- Identification and creation of support materials to assist event producers;
 - The creation of standardized templates for planning events, developing site plans, load-in schedules, and creating time schedules will encourage a consistent event delivery method. This will become a local event planning manual and local suppliers would provide significant contributions on this new document.
- Expanded market research specific to the festivals and events industry which will include;
 - A comprehensive SWOT analysis for the local festival and event industry,
 - A needs assessment to identify specific product or professional development needs,
 - Identification of "best practices" used by other larger communities,
 - Development of industry evaluation techniques, such as benchmarking and client surveys.

3. Development of a New Site and Tourism Facility for Kelowna - fund distribution - \$40,000 – through Tourism Kelowna.

Tourism Kelowna requires a business plan for the development of a new site and visitor facility. This is phase 2 of the research and planning work to be completed by Tourism Kelowna.

The support of comprehensive business planning is an important and prudent practice, and it does not imply the any additional funding will be committed from the City of Kelowna towards future phases, or the capital cost to construct a visitor centre in the future.

The actual total cost of this business plan is \$90,000 and Tourism Kelowna will fund \$40,000 and acquire \$10,000 in funding from Tourism BC.

This business plan will identify and establish the following:

- the optimal business strategies and partnering arrangements for a Visitor Centre;
- the required services and features of a new Centre;

- costs associated with construction and ongoing operations of a new Centre;
- a funding package for the construction and operations, as well as the optimal site.

Project Scope - The business plan involves two core components – both of which contribute to the definition, location and funding of the future Visitor Centre. This consulting engagement will involve a series of meetings with Tourism Kelowna and associated community stakeholders to define the optimal business strategy and site for the new facility. A key component of the business plan will be the presentation of a costing summary that comprises an evaluation of construction costs as well as annual operating and maintenance charges. In addition, funding sources for the construction and ongoing operation of the new Visitor Centre will be determined, along with development of a detailed overall funding package.

4. Development and Implementation of a Tourism Benefits & Impact Study - fund distribution - \$40,000 – through the Cultural Services Division

MEASURE FOR MEASURE: A Partnered Approach to a Benefits & Impact Study for Kelowna that will examine community cultural tourism, notably the economic and quality of life impact it has. Proposed partners are the Cultural Services Division, UBC-O, Central Okanagan Foundation, and the Economic Development Commission. The project would create the following:

- Economic Impact Study,
- Cultural Indicators Framework, and a
- Vital Signs report.

A research grant, recently awarded to UBC-O's Human Geography faculty with the Cultural Services Division as a collaborator, will contribute to achieve this more in-depth research.

Included in the cultural indicator framework will be measurements such as:

- Cultural participation: attendance, subdivided among residents and tourists and by some program types, such as education programs. Data could be requested on cultural grant applications.
- Public per capita cultural spending – from all three levels of government.
- Creative economy employment and spending impact, including tourism.
- Rate of attraction and retention of adults aged 25-34 years through demographic/census data.
- Financial support for culture from other sectors of the economy including individual and corporate donations, foundation grants, and other earned income. Information could be requested on cultural grant applications.

A survey will also be conducted on qualitative issues of social connectedness, community identity and personal well being, derived from cultural and recreational activity including all tourism initiatives.

The results of these studies and surveys will provide a clearer understanding of the benefits of community events, and provide advocacy tools to bring additional investment and partnerships to Kelowna. They will also help identify the City's role in many new initiatives.

5. Development of an Event Hosting Strategy – fund distribution \$ 30,295 – through the Cultural Services Division

The intent of this project is to bring large touring events to Kelowna. It will build on the event hosting strategies previously developed by Tourism Kelowna and Sport and Recreation Services under the Sport Kelowna banner. With the evolution of cultural tourism nationally, there is potential for cultural tourism to expand with major cultural events, festivals, meetings and conventions. The proposed budget would be for research to include:

- identify major provincial, national and international cultural events/festivals, meetings & conventions,

- capacity requirements
- bidding cycles
- economic impact to communities & qualitative benefits analysis.

This research would enable the creation of a "Festival and Event Hosting Strategy for Cultural Tourism" that would include:

- potential bidding opportunities,
- governance model,
- funding model, and
- a marketing strategy.

INTERNAL CIRCULATION TO:

Director of Recreation Parks and Cultural Services
Sport and Recreation Manager
Cultural Services Manager
Financial Planning Manager

FINANCIAL/BUDGETARY CONSIDERATIONS: The 2008 Provisional Financial Plan includes this grant funding to receive and distribute these funds in the amount of;

- 2008 = \$135,295
- 2009 = \$ 45,000
- Total = \$180,295

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

The UBCM Grant application requires a resolution from Council authorizing the City to apply for the grant. Should Council approve this direction and the five key development areas, staff would proceed to create the full application, which will describe the projects, processes and outcomes in greater detail.

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

EXISTING POLICY:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

EXTERNAL AGENCY/PUBLIC COMMENTS:

ALTERNATE RECOMMENDATION:

Submitted by:



JWR Oddleifson
Development Manager,
Recreation, Parks and Cultural Services

Approved for Inclusion:



CC: Director of Recreation, Parks and Cultural Services
Financial Planning Manager