
CITY OF KELOWNA

MEMORANDUM

Date: October 27, 2008
File No.: 1853-20
To: City Manager
From: Sport and Recreation Manager
Subject: UBCM Grant – Event Strategy

RECOMMENDATION:

THAT City Council approve the changes in scope to the UBCM Grant – Community Tourism Program, Development of an Event Hosting Strategy, as outlined in the report from the Sport and Recreation Manager dated October 27, 2008.

BACKGROUND:

In a report from the Development Manager, Recreation, Parks and Cultural Services, dated January 29th, 2008, City Council approved the application for \$180,295 for a UBCM Grant – Community Tourism Program. Funds from this program are to be distributed to five projects in which one of these was for the Development of an Event Hosting Strategy which has not yet commenced.

The expanded plan will be to develop a broader strategy that addresses the balance between community and civic interests and the development and advancement of both community-based and major outdoor events.

In addition to the creation of a "Festival and Event Hosting Strategy" this plan will also incorporate the following outcomes:

- A policy that outlines the type, number, location and size of outdoor events in Kelowna.
- A comprehensive process that describes the application approval and decision making processes for large scale outdoor events.
- A thorough description of the resources required by the City to attract, host, promote or advance large scale outdoor events.
- Updated event specific Bylaws including Outdoor Event Bylaw #8358 and Fees and Charges for Recreation, Parks and Cultural Services Bylaw #9609.

The development of this strategy would involve input and collaboration from various stakeholders including the Kelowna Hotel/Motel Association, Tourism Kelowna, Festivals Kelowna and the Downtown Kelowna Association.



Timeline to complete the work and report back to City Council would be fall 2009, consistent with the UBCM – Community Tourism Grant requirements.

INTERNAL CIRCULATION TO: Director of Recreation, Parks and Cultural Services; Development Manager, Recreation, Parks and Cultural Services

FINANCIAL/BUDGETARY CONSIDERATIONS:

Council has previously approved \$30,295 for this project.

Considerations that were not applicable to this report:

EXTERNAL AGENCY/PUBLIC COMMENTS:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

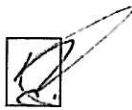
ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Sport and Recreation Manager

Approved for Inclusion:



Cc: Director of Recreation, Parks and Cultural Services
Development Manager, Recreation, Parks and Cultural Services