

# **DOWNTOWN KELOWNA**



**ANNUAL REPORT  
2017**

# ABOUT THE ASSOCIATION

The Downtown Kelowna Association (DKA) is a non-profit organization dedicated to ensuring the Downtown Business Improvement Area (BIA) is a safe and desirable place to conduct business, live, work, and play through the cooperative efforts of its members and local government.

The BIA, officially registered in 1989, is funded by a commercial taxation assessment levy paid by the property owners within the BIA to the City of Kelowna through Bylaw No. 10880. You are automatically a member of the Downtown Kelowna Association when located within the BIA.

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## MESSAGE FROM THE PRESIDENT

—Dan Allen



With many markers being hit and milestones achieved, it is with great pleasure that I announce 2017 as yet another outstanding year for Downtown Kelowna. Firstly, I would like to personally thank the Board of Directors and staff of the Downtown Kelowna Association for all of their hard work in 2017.

In 2017, the DKA continued to build upon the strong relationship with the City of Kelowna and RCMP, a relationship that I see growing even stronger in 2018. On top of this, the DKA has made great strides with its relationship with other community partners, and we have started to work on many new initiatives and challenges together.

The revitalization of Leon Avenue remained our main priority in 2017, and the DKA will continue to lobby the City and push forward on this project. In 2016, we hit a major milestone when the DKA contributed capital towards the beginning of a streetscape study and we made good progress in 2017.

In November of 2017, there was a need for emergency shelter to house Kelowna's most vulnerable, and the site at the former A&B Sound building on Leon Avenue was chosen. The DKA supported the emergency shelter for a four-month period beginning December 2017. Although the DKA is deeply sympathetic to the needs of Kelowna's most vulnerable, there are concerns that the location of the emergency shelter is not a viable solution. In the year to come the DKA will work with stakeholders to assist in finding a new location for the shelter that will best meet the needs of all.

In 2017, the DKA supported the relocation of the new Tourism Information Centre to the proposed area at the foot of Queensway Avenue. This location will not only help visitors to locate Downtown areas to frequent, but Tourism Kelowna will also have the ability sell tickets to many of our arts and other Downtown events.

It was also an exciting year as Westcorp went to City Council with plans for a brand new landmark hotel design and it was a pleasure to speak to City Council providing an endorsement for this property.

I am also proud of the continued growth of our Downtown Kelowna events and promotions. Our staff works extremely hard to show the success of Downtown. In 2017, seven After 5 events took centre stage to offer our Downtown business professionals an opportunity to network and share ideas. The 28th annual Block Party attracted some 18,000-20,000 attendees, and the introduction of the Winter Street Market to the 29th annual Light Up event far exceeded everyone's expectations, and as such, will continue to be a main component in the years to come. The Small Shop series along with the Taste of Downtown have grown into their own identity and I know our members and the community look forward to them each year.

In the end, I am very proud to serve as the Association's President and what we were able to accomplish in 2017. Heading into 2018, the DKA will continue to draw visitors to the area and provide the necessary Downtown On Call and Clean Team support as densification increases. It truly is an exciting time to be Downtown Kelowna and I'm looking forward to seeing the continued growth.





## MESSAGE FROM THE EXECUTIVE DIRECTOR

—Ninette Ollgaard

First and foremost, I am honoured to have been in the role of Executive Director for the Downtown Kelowna Association since the beginning of July 2017. I was welcomed and knowledgeably assisted by the Downtown Kelowna staff to which I extend my deepest appreciation for their fun, thoughtful and reassuring support during this transition period. I would also like to extend my gratitude to the Board for the opportunity to serve the Downtown businesses. Each day, I feel fortunate to work with such an incredibly talented, dedicated and passionate group of amazing people.

I would also like to take this opportunity to thank the many partner organizations, such as the City of Kelowna, Tourism Kelowna, Chamber of Commerce, the RCMP, Interior Health Authority and the Journey Home Task Force, just to name a few, that have warmly welcomed and assisted me in building meaningful relationships to support the important work of the Downtown Kelowna Association.

Having moved from lush Victoria to sun-soaked Kelowna, I was exhilarated for the opportunity to assist Downtown Kelowna with its growth as it evolves from a large town to a big city, something that I have experienced firsthand while living and working within Victoria over the past 20 years.

My observations thus far have been that the right components are coming into place to capitalize on the economic and population growth that will occur over the next 5 to 10 years throughout Downtown Kelowna. The burgeoning technology sector, coupled with the increased success of the University of British Columbia – Okanagan Campus, along with other variables, will result in a shift towards a younger demographic, which will have a significant and positive effect upon Downtown.

These economic indicators are supported by forward-thinking initiatives being made by the City of Kelowna, from encouraging greater densification and diverse transportation options, to creating more vibrant public spaces Downtown. With significant events coming back to Downtown in 2018, such as the Apple Triathlon and Kelowna Farmers' and Crafters' Market, the Downtown core will experience increased visitation and vibrancy in the years to come.

To better reflect the progressive atmosphere throughout Downtown, we refined elements of our annual events and promotions, such as piloting a Winter Street Market at the 29th annual Light Up and making some ongoing general improvements to Block Party. We strategically enhanced our online marketing efforts in late 2017, and will use these channels predominantly moving forward when promoting Downtown as a place to conduct business, live, work and play.

Our On Street Services program continues to be one of our Members' top priorities and in 2018 we will be offering onsite de-escalation training for all Members and City of Kelowna staff. We are also very involved with a number of partner organizations working to positively and proactively address social issues within Downtown. The Downtown On Call and Clean Team programs are critically important to these measures and we are now working collaboratively with the RCMP and Bylaw Services to collate data to provide a more accurate view of the activities occurring Downtown. My thanks and gratitude goes to the dedicated and enthusiastic On Street Services team working every day Downtown.

We always look forward to interacting with our Members. Please feel free to visit our office, give us a call, or email us anytime. We are here to help assist you in making Downtown Kelowna all it can be. I'm excited to see what great changes we can make together in 2018.

# MEMBERSHIP

The Downtown Kelowna membership is extremely diverse and includes everything from accommodations to shopping and retail. The diversity of the DKA membership adds to the vibrant atmosphere and the resurgence of Downtown as a place to conduct business, live, work and play.

Property Owners	375
Business Owners	863
<b>Total as of May 1, 2018</b>	<b>1238</b>

	#	% of Business Mix
Accommodation	5	0.60%
Dining / Restaurants	105	12.20%
Entertainment & Attractions	27	3.10%
General Service	145	16.80%
Government / Non-Profit	57	6.60%
Professional Service	292	33.80%
Shopping & Retail	232	26.90%

## MEMBERSHIP COMMUNICATIONS

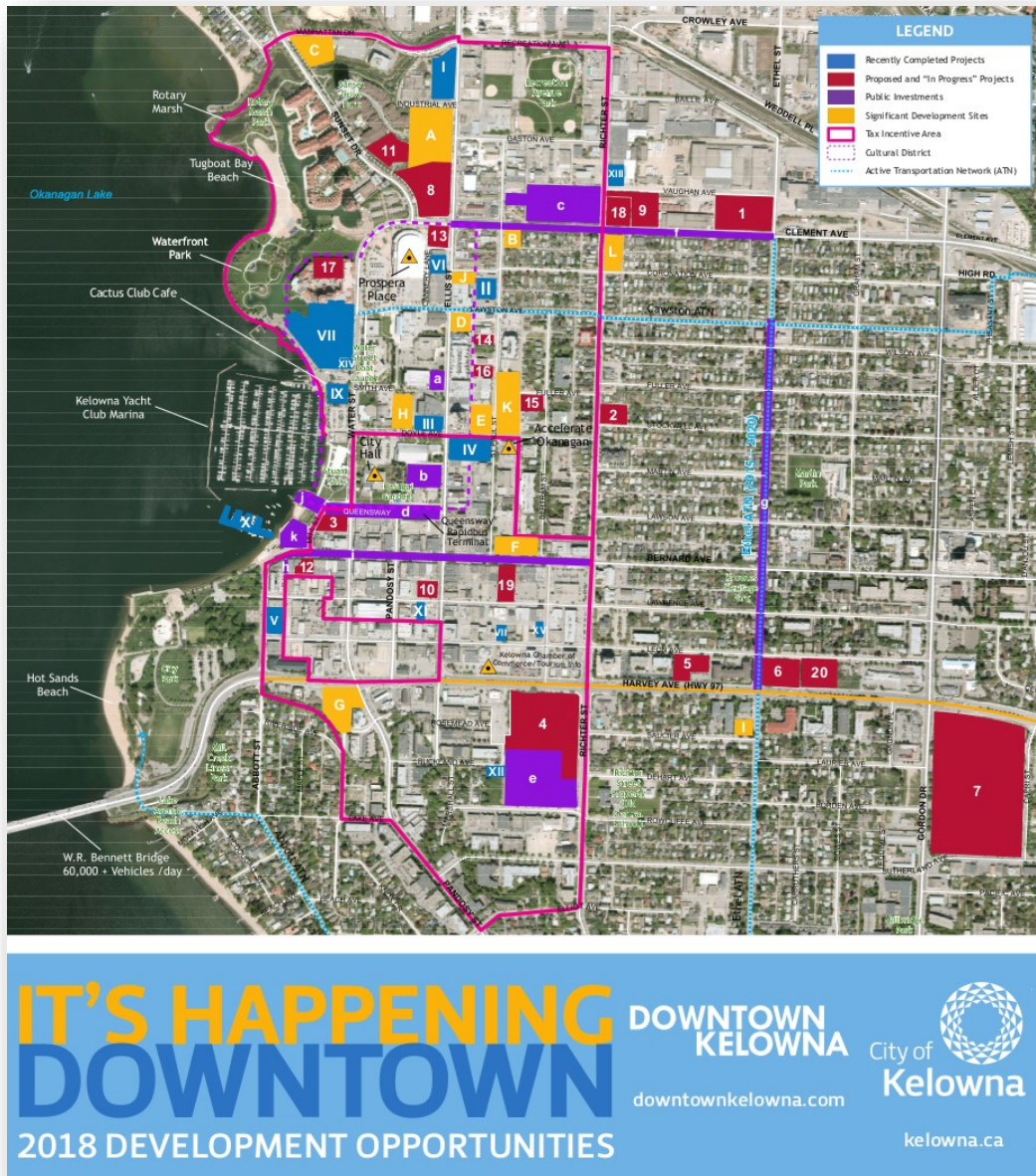
In 2017, the DKA continued to update members with the monthly e-newsletter, the Downtown Insider. Over the course of the year, 12 e-newsletters were distributed, with an average of 1,003 members receiving the communication blasts, and an open rate of 36.93%, which was an increase of 1.23% from 2016.

DowntownKelowna.com features a Members & Association micro-site that includes a Member Dashboard with clearly marked links to all programs and services available to members, including Downtown On Call, Downtown Clean Team, Events & Promotions, Marketing, and many other resources that members can utilize.

In 2017, the DKA wrapped up the Downtown Kelowna “Eye On Downtown” segment, which was a series of promotional videos and/or a calendar of events for the members, highlighting their business and what was happening in Downtown Kelowna. From the period of Feb 1, 2017 to Sep 28, 2017, 25 videos were created, with a total of 4,295 YouTube views for the year. In comparison, 31 videos were created in 2016, with 12,158 YouTube views for that year.

The most effective way to communicate with our members is still with face-to-face visits. DKA staff often visit businesses to provide information on events and promotions, or with any other concerns that may affect members.

# BUSINESS RECRUITMENT



Business recruitment is one of the main priorities for the DKA and the City of Kelowna. In 2017, the DKA again once again had a booth at the ICSC: International Council of Shopping Centers Conference, an annual conference in which thousands of people from across North America attend.

The Downtown Kelowna [Prospectus Map](#), physical and virtual, were on display to highlight the over \$600M in development happening in Downtown Kelowna. There continues to be new interest in development in Downtown Kelowna.

# ADVOCACY

- 1. Leon and Lawrence Avenues** – The revitalization of this area remains the top priority for the DKA. The DKA continues to communicate to the City of Kelowna about the need for a multi-pronged, strategic approach and plan to stimulate recovery. In 2017, the DKA supported the City in hosting several community consultation sessions with local stakeholders to gather feedback on the community vision for the area. Moving forward, the DKA will focus on the revitalization of Leon Avenue from Abbott to Richter, as Lawrence Avenue has increased its vitality and vibrancy with new building projects and businesses.
- 2. Parking** – The 700 new stalls that opened up in 2017 with the \$20 million expansion of the Library Parkade and the Memorial Arena Parkade have helped reduce the number of complaints about parking in the downtown core. The DKA has worked collaboratively with City Staff as they develop their new Downtown Parking Strategy. We have made suggestions with respect to directional signage and infographics along with ideas regarding changing hours permitted at metered locations. In order to better inform businesses and the public about parking, we revised our website. The DKA supported the City’s public consultation sessions and will remain part of the strategic development process in 2018.
- 3. Transient Population** – In the summer of 2017, the RCMP launched a new specialized patrol team made up of an officer and a mental health nurse. Having a health expert support the complex challenge of mental health and/or drug-induced psychosis for social service providers, DOC team, bylaw officers, RCMP and businesses was pivotal and demand was high. Due to the effectiveness of the pilot, coupled with the urgent need, funds have been requested to expand this specialized unit to two patrols in 2018/19. In addition, the bike patrol launched in 2016, was in full force throughout the summer of 2017 and proved to be impactful. Plans are being discussed to expand the program to two patrols as budget and resourcing allow.
- 4. Affordable Housing and Homelessness** – Downtown Kelowna feels the impact of homelessness more than any other area in the City. In the second half of 2017, the DKA participated in numerous Journey Home consultation meetings and forged strong working relationships with key Journey Home Task Force members and City Staff. The short, medium and long term strategic planning that is being championed by this wide-ranging and inclusive group of stakeholders will shape the future health of Downtown and Kelowna as a whole by working towards achieving functional zero homelessness over the next five to ten years. The DKA was also at the table with BC Housing many times expressing concerns and impacts of shelter placement in the downtown core.
- 5. Health Emergency and Safe Consumption** – In 2017, the DKA continued to have meetings with Interior Health Authority (IHA) about finding solutions to the overdose and fentanyl crisis. IHA started its mobile overdose prevention using a modified RV in Downtown in April 2017. In July, IHA received Federal Government approval to be a full Supervised Consumption mobile site. Concerns over the longevity of the RV have been discussed at length and the DKA strongly maintains its position on having a mobile service versus a fixed site due to the fluidity of the population they are serving. The DKA will continue to remain involved in the stakeholder consultation process as the mobile unit’s future is debated.



# ON STREET SERVICES

## DOWNTOWN ON CALL

The Downtown Kelowna membership values the [Downtown On Call](#) (DOC) team as one of the most important services provided by the Downtown Kelowna Association. The DOC team is trained to deal with front line issues related to personal safety, hospitality and help create a positive social environment in Downtown Kelowna.



	<b>2017</b>	<b>2016</b>
Guest Services	571	893
Pan Handle	242	353
Sleeper	680	929
Loitering	2757	2108
Busker	10	24
Alcohol	340	511
Marijuana	28	79
Other Drug/Dealing	86	89
Sex Trade Worker	0	97
Bylaw	1023	89
RCMP	874	165
Medical First Aid	37	19
Ambulance Called	34	15
Resource Referral	902	220
Needle Pick Up	2944	2406

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# ON STREET SERVICES

## DOWNTOWN CLEAN TEAM

Along with the Downtown On Call Team, the [Downtown Clean Team](#) is equally as important in the eyes of the businesses. The Clean Team, dressed in blue, currently use three vehicles to keep the roads and sidewalks clean. The street sweeper is used to clean the sidewalks, parkades, transit loop and City promenade. The green Gator is equipped with a power washer to help with the heavy duty jobs while the red Ranger is equipped with graffiti removing supplies and a snow blade. All three vehicles were on the street full time.



	2017	2016
<b>Graffiti Removed or Covered</b>		
# of tags	711	830
square metres	2008	3,229
<b>Parkades</b>		
Times cleaned	23	20
Revenue generated	\$18,835*	\$12,500
<b>Transit Loop</b>		
Times cleaned	14	16
Revenue generated	\$2,975**	\$3,400
<b>City Promenade</b>		
Times cleaned	32	35
Revenue generated	\$4,800**	\$5,250
<b>Additional Work</b>		
Revenue generated	\$2,400	\$0
<b>TOTAL REVENUE</b>	<b>\$29,010</b>	<b>\$21,150</b>

\* higher due to new Memorial Parkade and expansion of Library Parkade

\*\* lower due to spring floods

# ON STREET SERVICES

## DOWNTOWN CONCIERGE

The Downtown Concierge is a summer student program which runs from May to August thanks to some great Federal funding. They were extremely visible each day setting up their booth by the Sails at the foot of Bernard to provide information of our members to visitors and residents along with gathering membership engagement. Due to the proposed relocation of the new Tourism Kelowna visitor centre the Concierge program may require restructuring in 2018.



	<b>2017</b>	<b>2016</b>
<b>June</b>	1322	914
<b>July</b>	1847	2368
<b>August</b>	1502	2212
<b>TOTAL</b>	<b>4671</b>	<b>5494</b>

# MARKETING

## WEBSITE

When visitors to Kelowna are wondering what to do, the DKA website continues to be a proven resource to know what's happening in Downtown Kelowna. In 2017, there was an increase of just under 9,000 unique visits to the DKA homepage as well as a substantial increase to the Events page, which increased by nearly 35,000 pageviews. Continued efforts will be put into advising members about the importance of promoting their own events on the DKA Events page.

	2017	2016
<b><u>DowntownKelowna.com</u></b>		
Pageviews	58,116 views	49,407 views
Avg. Session Duration	3min 55sec	2min 58sec
<b><u>/Events</u></b>		
Pageviews	46,256 views	11,258 views
Avg. Session Duration	2min 36sec	0min 53sec

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## MICRO-SITES

In 2017, a micro-site was specifically created for Block Party, allowing users the ability to find information faster and more efficiently. This also included those looking to participate in the event, from vendors and performers, to volunteers and potential sponsors. As of note, the 2017 Block Party sponsorship revenue increased nearly \$6000. With the success of the Block Party micro-site, additional micro-sites were created in the last quarter of 2017 for the other DKA events.

	2017	2016
<b><u>/Block-Party</u></b>		
Pageviews	16,187 views	— views
Avg. Session Duration	1min 28sec	— min — sec
<b><u>/Taste-of-Downtown</u></b>		
Pageviews	9,819 views	— views
Avg. Session Duration	1min 51sec	— min — sec
<b><u>/After5</u></b>		
Pageviews	5,947 views	— views
Avg. Session Duration	1min 06sec	— min — sec
<b><u>/Light-Up</u></b>		
Pageviews	8,283 views	— views
Avg. Session Duration	1min 07sec	— min — sec
<b><u>/Small-Shop</u></b>		
Pageviews	6,284 views	— views
Avg. Session Duration	1min 03sec	— min — sec

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# MARKETING

## SOCIAL MEDIA

From sharing DKA initiatives and events, to showcasing members, both new and existing, social media has become the most efficient and cost effective way to market Downtown Kelowna as a safe and desirable place to work, live, and play.

Social media trends change, and during the last quarter of 2017 the DKA restructured the marketing and social media efforts in order to line with current trends. Focus was shifted away from YouTube and Twitter to emphasis the DKA's presence on Instagram and Facebook. As a result, followers for both platforms increased by nearly 4,000 followers respectively. Due to the success of Instagram and Facebook social media campaigns it was decided to discontinue the YouTube web video series, Eye on Downtown Kelowna.

	2017	2016
<u><a href="#">Facebook</a></u>	5,610 Followers 5,720 Likes	1,871 Followers 4,991 Likes
<u><a href="#">Twitter</a></u>	11,396 Followers 2,295 Tweets	10,647 Followers 2,138 Tweets
<u><a href="#">Instagram</a></u>	10,091 Followers 357 Photos	6,709 Followers 394 Photos
<u><a href="#">YouTube</a></u>	4,295 Views 25 Videos	12,158 Views 31 Videos

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# MARKETING

## PROMOTIONS AND EVENTS

The 2017 DKA promotional calendar once again made Downtown Kelowna the place to be creating a fun and exciting atmosphere. The promotions/events encompass all sectors and helped drive consumers Downtown and ultimately into the doors of the members. Two Small Shop events promote the extensive retail sector, the Taste of Downtown and the Foodie Fight contest focuses on food and beverage Downtown, and the business community is highlighted with the After 5 networking event. The DKA has a solid foundation with the branding and materials are strong for each promotion and consumer recognition for these events continues to grow.

	<b>2017</b>	<b>2016</b>
Retail Promo	2	4
Restaurant Promo	2	2
After 5	7	7
Events	2	2
Charity Involvement	2	3
<b>TOTAL</b>	<b>15</b>	<b>18</b>

# MARKETING

## PROMOTION: [SMALL SHOP](#)

Downtown Kelowna small businesses play a major role in providing jobs and spearheading the local economy. In fact, around 98% of all businesses in British Columbia are small businesses. There are approximately 1,056,300 British Columbians working in small businesses, accounting for 54% of private-sector employment, well above the national average of 49%. Downtown Kelowna is a big piece of that.

On two special Saturdays in 2017, April 8<sup>th</sup> and October 21<sup>st</sup>, Downtown businesses celebrated being a Small Shop and passed the savings onto the consumers. On average 104 Small Shops featured something special, held demonstrations, had a sale, provided entertainment, had a guest speaker, or simply highlighted some of their new seasonal merchandise.

### Participating Businesses:

	2017	2016
April	102	113
October	107	106

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The DKA spread the Small Shop word by advertising on the radio, Castanet, in the newspaper and produced 2,000 Small Shop guides for each event. After working hard to secure membership engagement, information was compiled and posted on the website, which saw an average of 2,361 views in the week leading up to each event. Each participating business also received a complimentary balloon tree which identified them as a Small Shop participant and acted as a visual indicator for shoppers.

### Small Shop webpage in the week leading up the event:

	2017	2016
<b>April</b>	(March 31 – April 8)	(April 8 – April 16)
Pageviews	1,149 views	— views
Avg. Session Duration	— min 29sec	— min — sec
<b>October</b>	(October 13 – 21)	(October 14 – 22)
Pageviews	3,574 views	1,382 views
Avg. Session Duration	1min 15sec	— min 30sec

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The Small Shop contest continued in 2017, however both the April and the October Small Shop had very few entries for the contest, and as such it has been decided to forgo the contest for future Small Shop promotions.

Some participants voiced concerns about the waste that was created when bagging parking metres with plastic bags, which was used to make customers aware of the free parking available on Small Shop Saturday. For 2018, a survey will be sent to members to see whether they would prefer the DKA to use the funds to advertise free parking through other channels.

# MARKETING

## PROMOTION: FOODIE FIGHT – February 18-28, 2017

For the fourth consecutive year [#DKFoodieFight](#) once again made an appearance on social media. In 2017, the numbers of posts to Instagram remained unchanged at 146. There was however, a substantial drop in the number of Twitter posts from the previous year, with the 2017 Foodie Fight not receiving a single post on Twitter.

In all, 42 restaurants participated and 31 gift certificates were donated, with one lucky winner being awarded the grand prize of hundreds of dollars' worth of gift certificates. The remaining gift certificates were distributed to random winners.

### Foodie Fight webpage views during the month of February:

	2017	2016
Pageviews	1,226 views	— views
Avg. Session Duration	0min 37sec	— min — sec

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Results of the 2017 Downtown Kelowna Membership Survey indicated that 58% of respondents felt the Foodie Fight was the least useful promotion, with only 18% finding it useful and 28% marking it as Not Applicable. As a result, the Foodie Fight promotion will be discontinued.





# MARKETING

## PROMOTION: TASTE OF DOWNTOWN

The 2017 Taste of Downtown Kelowna was once a great success. The promotion was held on Saturday, September 23, 2017, and a total of 32 restaurants participated seeing an average of 618 visitors.

Mosaic Books once again offered to collect donations and on September 9, 2017, 1000 passports were made available for purchase for a minimum donation of \$5.00. Passports sold-out within three to four days and just over \$5,600 were raised for that Central Okanagan Community Food Bank.

	2017	2016
Participating Restaurants	32	33
Submitted Passports	714	663

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Taste of Downtown Kelowna attendees voted on their favourite participant to determine the “Foodie Choice” winner. The 2017 Taste of Downtown Kelowna winner was Central Kitchen & Bar with their delicious Thai Soup. The runner-up was FSH who offered Coconut Chicken Wings, Tuna Poke, and even included a beverage.



# MARKETING

## EVENT: [DOWNTOWN AFTER 5](#)

The After 5 events focus on the business community Downtown with an average of 274 guests attending and networking. In 2017, seven After 5 events were hosted by Downtown Kelowna business members. The events are very cost effective to the DKA, as the host of the event is responsible for the food and drink. It's an excellent tool for the hosting business to promote themselves and for the DKA to share upcoming events and special promotions.



	2017	2016
# of events	7	7
Average Attendance	274	276

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# MARKETING

## EVENT: [DOWNTOWN KELOWNA BLOCK PARTY](#)

The 2017 Downtown Kelowna Block Party was held on Saturday, July 22. It again proved to be one of largest one day events in Downtown Kelowna with an estimated 18,000 – 20,000 people in attendance.

<b>Vendor Participation:</b>	<b>2017</b>	<b>2016</b>
Members	74	83
Non-Members	76	77
<b>TOTAL</b>	<b>150</b>	<b>160</b>



## EVENT: [DOWNTOWN KELOWNA LIGHT UP \(WINTER STREET MARKET\)](#)

The 29<sup>th</sup> annual Downtown Kelowna Light Up, presented by Fortis BC, built upon improvements from the previous year. In 2017, all activities were moved to Stanley Park to help create a festive event feel to the day. It is estimated that there were approximately 5000 attendees throughout the day.

The 2017 Light Up also saw the inclusion of the very popular Winter Street Market, which was located on Water St. directly in front of Stanley Park. The Winter Street Market included approximately 20 vendors, which were a blend of comfort food and curated merchants. Due to its success, in 2018 the event will be rebranded as the Winter Street Market and will still include many of the same activities, including the tree Light Up ceremony.

# MARKETING

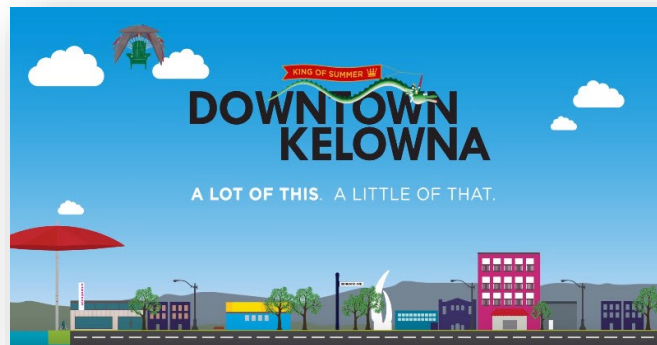
## PUBLICATIONS: THE ESSENTIAL DOWNTOWN KELOWNA GUIDE

One of the most popular publications Downtown Kelowna is the Essential Guide. A complete list of shopping and dining in Downtown Kelowna is highlighted in the guide. These free guides are then included at the three outdoor brochure kiosks positioned around Downtown; Rhapsody Plaza, Rotary Centre for the Arts and at the foot of Bernard by the Sails statue.

Over 12,500 copies were printed and distributed in 2017. The guides were delivered and racked throughout the Regional District in hotels and tourist based businesses outside of the Downtown core.



## ADVERTISING: TELEVISION CAMPAIGN



The DKA television campaign drew attention to uniqueness of the Downtown Kelowna experience and helped to demonstrate how it stands apart from other areas of the City. Between June and mid-September 2017, the DKA ran the animated “[King of Summer](#)” 15-second spot, which highlighted the over 60 outdoor patios available in Downtown Kelowna.

# FINANCIALS

## BALANCE SHEET

<u>ASSETS</u>	2017	2016
Current Assets:		
Cash & Cash Equivalents	\$117,372	\$86,081
Restricted Cash & Cash Equivalents	\$40,721	\$40,657
Accounts Receivable	\$32,647	\$11,110
Prepaid Expenses & Deposits	\$6,340	\$12,993
	<b>\$197,080</b>	<b>\$150,841</b>
Capital Assets	\$11,190	\$39,629
	<b>\$208,270</b>	<b>\$190,470</b>
<u>LIABILITIES</u>	2017	2016
Current Liabilities:		
Accounts Payable & Accrued Liabilities	\$48,185	\$27,805
Current Portion of Long Term Debt	\$17,812	\$17,805
	<b>\$65,997</b>	<b>\$45,610</b>
Long Term Debt	\$599	\$17,891
	<b>\$66,596</b>	<b>\$63,501</b>
<u>NET ASSETS</u>		
Invested In Capital Assets	-	\$3,933
Internally Restricted	\$40,721	\$40,657
Unrestricted	\$100,953	\$82,379
	<b>\$141,674</b>	<b>\$126,969</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS:</b>	<b>\$208,270</b>	<b>\$190,470</b>

# FINANCIALS

## REVENUE & EXPENDITURES

<u>REVENUE</u>	<b>2017 Year End</b>	<b>2016 Year End</b>
Membership Levy	\$857,261	\$828,626
Downtown On Call	\$45,000	\$45,000
Downtown Clean Team	\$47,462	\$40,150
Events	\$45,932	\$37,663
Downtown Concierge	\$7,636	\$11,058
Marketing and Promotions, Other	\$3,747	\$2,343
Interest	\$298	\$336
	<b>\$1,007,336</b>	<b>\$965,176</b>

<u>EXPENSES</u>	<b>2017 Year End</b>	<b>2016 Year End</b>
Amortization of capital assets	\$33,747	\$40,971
Business Recruitment	\$6,198	\$6,450
Clean Team	\$156,330	\$118,552
Communications	\$4,092	\$4,597
Downtown Concierge	\$18,517	\$19,884
Downtown On Call	\$244,455	\$222,250
Events	\$73,766	\$72,857
Insurance	\$7,966	\$7,882
Interest on long term debt	\$864	\$1,395
Marketing and Promotions	\$77,099	\$131,079
Office and Administration	\$37,319	\$34,700
Professional Development	\$8,804	\$6,765
Professional Fees	\$17,241	\$8,559
Rent	\$28,295	\$28,425
Wages and Benefits	\$277,938	\$266,150
	<b>\$992,631</b>	<b>\$970,516</b>

<b>EXCESS/LOSS OF REVENUES OVER EXPENSES</b>	<b>\$14,705</b>	<b>(\$5,340)</b>
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<b>NET ASSETS — BEGINNING OF YEAR</b>	<b>\$126,969</b>	<b>\$132,309</b>
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<b>NET ASSETS — END OF YEAR</b>	<b>\$141,674</b>	<b>\$126,969</b>
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# MEET OUR TEAM

## EXECUTIVE DIRECTORS:

President – Dan Allen, Doc Willoughby’s Public House  
Vice President – Yarden Gershony, Rush Ihas Hardwick LLP  
Treasurer – Rob Collins, Grant Thornton LLP  
Secretary – Nikki Csek, Csek Creative  
Past President – N/A

## DKA BOARD:

Shane Austin, Okanagan coLab  
Teghan Gordey, The Naked Café  
Jason Guyitt, Marriott Delta Hotels Grand Okanagan Resort  
Jan Johnson, Tigerlily Fashions  
Brent Lobson, Impark  
Renata Mills, Festivals Kelowna  
Trevor Neill, Mosaic Books  
Kyle Spence, Downtown Marina & Westcorp  
Brian Stephenson, Pushor Mitchell LLP

## EX-OFFICIO:

Councillor Maxine DeHart, City of Kelowna

## DKA STAFF:

Ninette Ollgaard – Executive Director  
Ron Beahun – On-Street Services Manager  
Layla Miller – Operations Manager  
Corey Rozon – Membership & Promotions  
Pawan Sandhu – Web & Data Coordinator  
Kirianna Longsworth – Events Assistant

## **DOWNTOWN KELOWNA ASSOCIATION**

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