



INFORMATION ONLY COUNCIL REPORT

To: Mayor and Council

Date: June 25, 2024

From: Ron Mattiussi, Interim CAO

Subject: **Update on Summer Community Events**

Report Prepared by: Kevin Bouchier, Recreation and Culture Supervisor

STRATEGIC AREA(S) OF FOCUS

Strengthen Our Community – We will provide opportunities for the residents of West Kelowna to build connections, celebrate successes, embrace the community's strengths and diversity, address shared needs, and contribute to shaping the community's future.

BACKGROUND

The purpose of this report is to provide Council with an update on recreation programs and events offered or supported by the City of West Kelowna (CWK).

During the summer months, the City works with community organizations to host a variety of events such as:

- Canada Day Celebration,
- Westside Daze
- Music in the Park Concert Series
- Westside Multiculturalism Day
- Go By Bike Event

Canada Day /Westside Daze

This year Canada Day will be one of four events happening at Memorial Park and the Annette Beaudreau Amphitheatre between Friday June 28th to Monday July 1st. The list of events include:

- Music in the Park Friday June 28th.
- West Kelowna Multiculturalism Day on Saturday June 29th.
- Canada Day Monday July 1st from 11:00 am to 5:00 pm.

Westside Daze runs from Friday July 12th to Sunday July 14th. The daily schedule can be found online at www.westsidedaze.com/schedule/westside-daze-schedule. Event hours for each day include:

- Friday July 12 6:00 pm – 10:00 pm
- Saturday July 13 10:00 am – 11:00 pm
- Sunday July 14 9:00 am – 2:00 pm

Music in the Park

The annual Music in the Park program is scheduled weekly on Friday nights from 6:00 pm – 9:30 pm at Memorial Park/ Annette Beaudreau Amphitheatre; the program starts on June 28th and ends on August 23rd.

Special Event Grant

For the 2024 season, the CWK received a grant of \$9,200 from the British Columbia Fairs, Festivals, and Events Fund to support live music and recreational activities offered through the Music in the Park program. The funds will be allocated to live music performances, family activities in the park, event security and promotional materials for the Music in the Park program.

Multiculturalism Day

The Westside Multiculturalism Day event is an opportunity to share and celebrate the cultural traditions and diverse backgrounds of people in our community. This year's event will be held on Saturday June 29th from 10:00 am – 4:00 pm. Due to growth in participation over the past two years, the Westside Multiculturalism event will be held at Memorial Park and the Annette Beaudreau Amphitheatre rather than the Westbank Lions Community Centre.

City Hall/ Library Open House

The City of West Kelowna is hosting an open house for the new City Hall/Library building on Saturday June 29th from 11:00 am to 4:00 pm with the grand opening ceremony starting at 11:00 am. The community is invited to take a tour of the new City Hall and enjoy the Multiculturalism Day events.

Arena Events

Events scheduled for Royal LePage Place and Jim Lind Arena this spring and summer include:

- Roller Derby Jim Lind Arena June 22nd from 7:00 pm – 11:00 pm
- Jim Lind Arena Ice is back on July 2nd for the summer with various hockey camps and figure skating.
- RLP opens on July 22nd and is booked for the rest of the summer with public and private camps, recreation programs and Warriors ice times.

Spring Events

Below is some additional information related to some of the past events that have taken place earlier this year. The participation numbers for these events are as follows:

Event	Attendance
Easter Eggstravaganza Event	320 people
Okanagan Wildfire Responders Gratitude Event	750 people
Fire Smart Family Day	800 including 250 children
West Kelowna Art Exhibition	147 Saturday, 81 Sunday
World of Wheels Car Show	134 cars, 726 people, 403 children
Go By Bike Event	89 cyclists
Peruse the Parks	60 people

Promotion of City Events and Programs Through Website and Social Media

Summer Rec Guide: was posted on the City website on May 24th. The website also provides easily accessible details for popular programs and events including summer camps, swim lessons, music in the park and park play days.

Music in the Park: will have weekly social media posts and PSAs about upcoming artists and event activities as well as sponsored and paid advertisements. Further information on Music in the Park is available on the City webpage at www.westkelownacity.ca/musicinthepark.

Park Play Days: will have weekly Instagram and Facebook Stories on upcoming events so parents can plan early.

Programs Hosted by the Community Organizations

Public events ran by community organizations are also promoted through the Visit Westside program. These events typically include:

- Live Music Events
- Trivia & Bingo Events
- Winery Events
- Culinary Events
- Markets, Arts and Crafts Events

Information on community events can be found on the Visit Westside webpage at www.visitwestside.com/events.

FINANCIAL IMPLICATIONS

The community events in this report are supported by the CWK through operational budgets, grant in aid allocations as well as sponsorship and grant funding acquired by community organizations working with the City.

REVIEWED BY

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APPROVED FOR THE AGENDA BY

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Powerpoint: Yes No