



## INFORMATION ONLY COUNCIL REPORT

To: Mayor and Council

Date: November 12, 2024

From: Ron Bowles, Chief Administrative Officer

Subject: **Program and Events Update December, 2024**

Report Prepared by: Kevin Bouchier Recreation and Culture Supervisor

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### **BACKGROUND**

The purpose of this report is to provide Council an overview of the upcoming winter holiday season as well as provide Council information on programs and events that have taken place, since Council was last updated on June 25, 2024.

### **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.

### **Winter Holiday Events**

Community events this winter holiday season include:

#### Light Up Event

This year's event will be held on December 6<sup>th</sup> from 5:00 pm – 7:30 pm with Fire Works at 7:45 pm.

The Light Up event includes a variety of diverse fun family friendly activities including:

- New children's art, craft and activity stations
- The 2<sup>nd</sup> annual Holiday Craft Show at Lions Hall.
- More Food & Beverage Vendors
- Santa and the Mayor procession along Brown Road
- Festive Fireworks in the Westbank Centre

For 2024 Light Up event includes new diverse, cultural and interactive activities for the community to enjoy including:

- Indigenous traditional activity stations
- Warriors hockey skills activity stations
- Inflatable holiday themed obstacle course activity station
- Snowboarding simulation station
- Carnival activity station

### Polar Pancake Pajama Party

The Polar Pancake Pajama Party was added to the holiday event schedule in 2022. The City is again partnering with the Westbank Lions Club to host the event which includes a family pancake breakfast, photo booth, and craft stations. The event will be hosted at the Westbank Lions Community Centre on Sunday December 8<sup>th</sup> from 9:00 am – 11:00 am for children under 12 years and their family.

### Twinkle Tour

The Twinkle Tour is a program that aims to brighten the holiday season in West Kelowna by encouraging residents and businesses to decorate their homes and storefronts with festive lights and cheerful displays. Participants can submit their locations to be included on a public map, allowing the community to then take a self-guided tour and enjoy the light displays and all the submissions are considered for the contest.

Categories for this year's competition include:

- Best Home
- Best Business
- Best Street/Cul de Sac
- Other (Apartments and Care Facilities)

Submissions for inclusion on the tour map and/or to enter the contest are accepted between November 22<sup>nd</sup> and December 10<sup>th</sup>. Judging Day is Friday December 13<sup>th</sup> Winners will be announced on Tuesday, December 17<sup>th</sup>.

Participants can register their property, nominate a neighbour's property or enter the contest through the Twinkle Tour web page on the City website. [www.ourwk.ca/twinkletour](http://www.ourwk.ca/twinkletour)

### **Ho Ho Holiday Program**

To promote the City and other holiday events and activities in our community, the annual Ho Ho Holidays campaign will be launched by Visit Westside at the end of November. This primarily digital campaign highlights various holiday activities occurring throughout the Greater Westside.

Additional events happening in our community can be found in the Visit Westside Events Calendar. [www.visitwestside.com](http://www.visitwestside.com)

## **Summer Program and Events Update**

### West Kelowna Multicultural Celebration

West Kelowna Multiculturalism Day was held from 10:00 am to 4:00 pm on Saturday, June 29, 2024. The success of the past two years lead event organizers to request a change of venue from the Westbank Lions Community Centre to the much larger outdoor setting at Memorial Park and the Annette Beaudreau Amphitheatre. This year the event hosted 2541 participants which is a significant increase from the 1613 people that attended the event last year.

### Canada Day & Westside Daze

The City of West Kelowna works with the Westside Celebration Society to host the annual Canada Day and Westside events.

The event dates were:

- Canada Day: Monday, July 1<sup>st</sup> from 11:00 am to 5:00 pm and Memorial Park and Annette Beaudreau Amphitheatre
- Westside Daze: Friday, July 12<sup>th</sup> to Sunday, July 14<sup>th</sup>

This year the Celebration Society brought in new activities to engage children and families including:

- Giant inflatable obstacle course
- Giant Zorb balls arena
- Foam party activities
- Reptile Queen- interaction with various reptiles and spiders
- Velcro sticky wall
- Bumper boats for small children
- Free, jumbo freezies for all attendees
- Free Canada Day cowboy hats

### Music in the Park

The Music in the Park program consists of 8 Friday night shows providing live music performances, food trucks and park play activities for children. The event is held at the Memorial Park and the Annette Beaudreau Amphitheatre. The 2024 event schedule started on June 28<sup>th</sup> and ran weekly until August 30<sup>th</sup> with two exceptions:

- On Friday July 12<sup>th</sup> live music was provided as part of the annual Westside Daze celebration.

- The August 23<sup>rd</sup> show was postponed and held on August 30<sup>th</sup> due to a lightning storm.

Attendance numbers for the Music in the Park program increased in 2024. A total of 6561 people attended the event in 2024 compared to 5425 attendees in 2023. The average attendance per show in 2024 was 960 compared to 775 in 2023.

### Summer Day Camps

This year the Recreation and Culture Department was able to host a variety of camps at Mar Jok Elementary School and the Mt. Boucherie Community Centre using a variety of indoor and outdoor spaces available on site. The combination of program diversity and prime location were key to the success of the camps.

Event / Program	Date	Attendance
Dragons Den Summer Day camps	July 1 to August 30	Program full at 28 kids per day
Art Camp	July 1 to August 30	16 participants
Hockey Skills Camp	July 1 to August 30	40 participants
Multi Sport Camp	July 1 to August 30	29 participants
Play with your Food	July 1 to August 30	24 participants
Pokemon Club	July 1 to August 30	24 participants
Silly & Twisted Games	July 1 to August 30	24 participants
Summer Olympics	July 1 to August 30	23 participants
The Great Escape Room	July 1 to August 30	24 participants
The Great Outdoors	July 1 to August 30	22 participants
Wonka World	July 1 to August 30	25 participants
Artrageous	July 1 to August 30	23 participants
Junkyard Wars	July 1 to August 30	19 participants
Operation Relaxation	July 1 to August 30	22 participants
Splash Down	July 1 to August 30	23 participants
STEM Wizardry	July 1 to August 30	24 participants
The Challenge	July 1 to August 30	24 participants
The Experiment	July 1 to August 30	24 participants

## **Fall Program and Events Update**

### Art Exhibition

This Fall, 22 artists and 293 participants took part in the Fall Art Exhibition at Lions Hall. While the Spring Art Exhibition hosted 23 artists and 228 participants. The event ran on Saturday October 19<sup>th</sup> from 10:00 am to 4:00 pm and Sunday October 20<sup>th</sup> from 11:00 am to 3:00 pm.

### Spooky Swamp Swim

This event includes a public swim hosted at Johnson Bentley Memorial Aquatic Centre in a Halloween themed environment along with games, decorations, music and treats. The Spooky Swamp Swim was held on October 26<sup>th</sup> from 2:00 pm – 4:00 pm and sold out with 150 participants registered.

### Halloween DJ Skate

The Halloween DJ Skate is an event where participants are invited to dress in costume, while enjoying a Halloween themed public skate with music and decorations. The event includes a costume contest and goodie bags for all participants. The DJ Skate was held on October 29<sup>th</sup> from 6:45 – 8:00 pm in Jim Lind Arena. The event sold out with 100 participants registered.

## **Winter 2025 Recreation Guide**

The Winter 2025 Recreation Guide will be released on November 22, 2024. The guide provides details on a variety of programs and events offered by the City and other community organizations including but not limited to the following:

- CWK Recreation & Culture
- Johnson Bentley Memorial Aquatic Centre
- Okanagan Boys and Girls Clubs
- Westside Youth Centre
- Westbank Museum
- Westside Seniors Activity Centre

## **FINANCIAL IMPLICATIONS**

Resources for City of West Kelowna holiday programs and events are accounted for in the 2024 Recreation and Culture annual operating budget.

**REVIEWED BY**

Erin Goodwin, Facilities & Recreation Manager

Trevor Seibel, Deputy CAO & Deputy Corporate Officer

**APPROVED FOR THE AGENDA BY**

Ron Bowles, Chief Administrative Officer

Powerpoint: Yes  No