

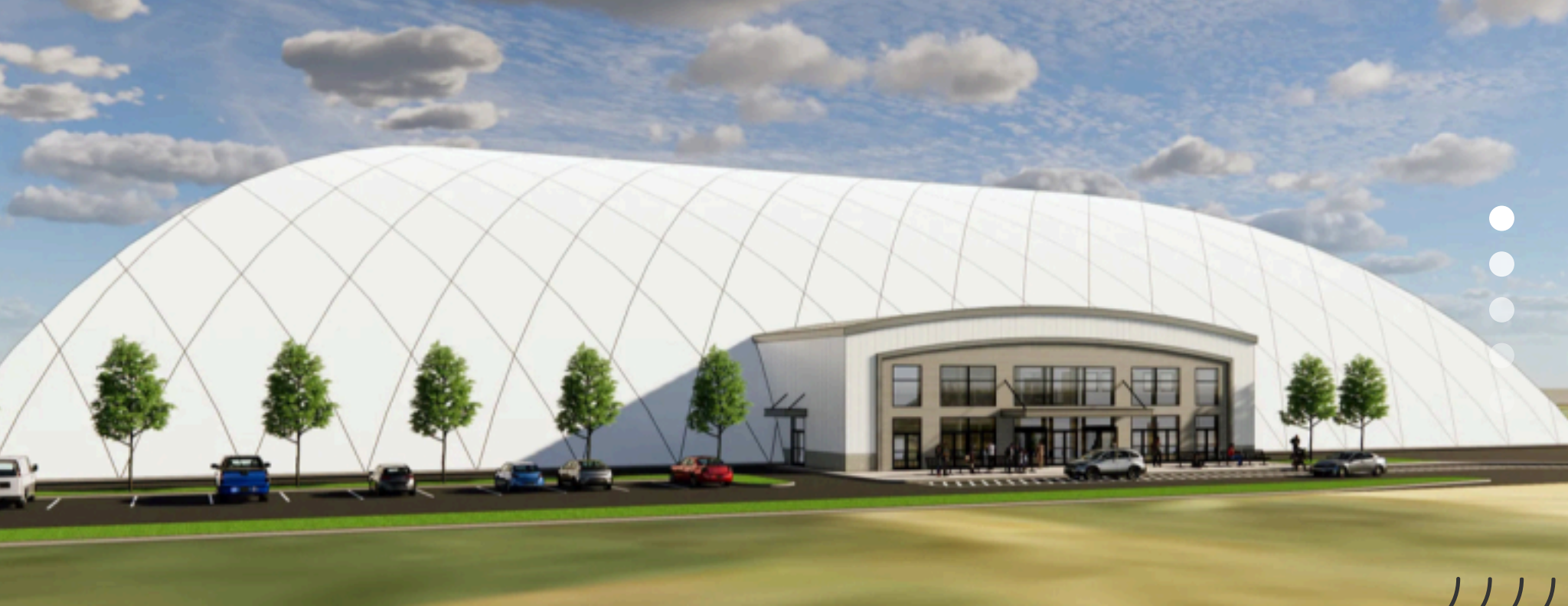


West Kelowna Sports Anchored Mixed Use (SMD) Development

Council Presentation

January 27, 2026





Vision



To build a world-class athletic, education, and recreation district that engages every generation in lifelong health and activity.

In alignment with the City of West Kelowna vision, serving as an intergenerational hub where families thrive, communities connect, and a vibrant ecosystem of social and economic value is created.

Vibrant Community Focused on Healthy Living



Community Sports-Complex

Pickleball, Hockey, Soccer, Volleyball,
Basketball, Fitness

Sports Tourism Hub

Destination for world class tournaments, seasonal
sports related camps and events

Innovative Housing

Modern, desirable housing for low footprint, stress free
active living

Retail and Hospitality

Community center with daycare, cafe/restaurant, sports
retail, accommodations, medical/health services

Year Round Programming & Events

Outdoor experiencing, arts, agri-tourism, sports
skills development, nutrition/health

Scholar-Athlete Program

Grade 7-12 world class education + best in class athletics,
forge pathways to college or next level sports



SMDs Are Rapidly Becoming the Future of Community Recreation

From single-use facilities to resilient, year-round community infrastructure

The Shift Happening Across North America

Sports infrastructure is evolving:

- Cities are moving away from **single-sport, single-use facilities**
- Growth is concentrated in **multi-use, mixed-use, year-round districts**
- SMDs combine **sports, community, housing, hospitality, and public space**

RESULT: higher utilization, stronger economics, broader public benefit

Single-Sport Facilities Are Declining

Challenges of stand-alone sports venues

- Limited hours of use (evenings/weekends)
- High operating subsidies required
- Under utilized land between events
- Minimal spin-off economic activity
- Difficult to justify long-term reinvestment

REALITY: Many municipalities now face **aging single-sport facilities** that are **costly to maintain** and hard to adapt.

Why SMDs Are Winning

What SMDs do differently

- Designed for **year-round, multi-user, family-centric activity**
- Support **local clubs + regional tournaments**
- Activate surrounding uses: food, retail, services, public space for **healthy living**
- Generate **sports tourism + local employment**
- Create **intergenerational, inclusive community hubs**

OUTCOME: SMDs deliver **significantly higher community, social, and economic return per acre** than single-use facilities.

A Private Public Partnership that Delivers District Strategy and Public Engagement Outcomes

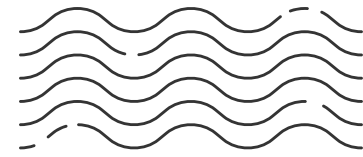
Fulfills the OCP Vision — An Integrated Hub for Sport, Housing, and Community Life

Delivers on community priorities identified in the 2024 Parks & Recreation Strategic Plan

Broad Community Support — A Catalyst for Connection and Economic Impact

- The City's 9 acres are **covenanted for sports and recreation**, building on the existing dome and field.
- Consistent with the OCP, the adjacent Marr lands **support a mixed-use community hub with mid-density housing**.
- Through a P3 model, the City contributes land, while the private partner delivers **capital, development, and operations**.
- Public engagement identified **strong demand for additional soccer fields, pickleball and multi-sport courts, expanded ice time, and year-round recreation facilities** — all of which this project directly delivers.
- Local businesses, sports clubs, and advocacy groups have expressed strong support for the project, recognizing its potential to **host tournaments, grow local programs, and activate year-round community use**—creating **meaningful social and economic benefits** for residents and businesses alike.

Development Proposal Aligned to the OCP



Legend:

- District Land
- Housing Development Land (12 Acres)
- Designated Park Land (3.4 Acres)
- Planned Buildings
- Parking & Access



Mar Fee Sports Campus - a World-Class Sports Complex

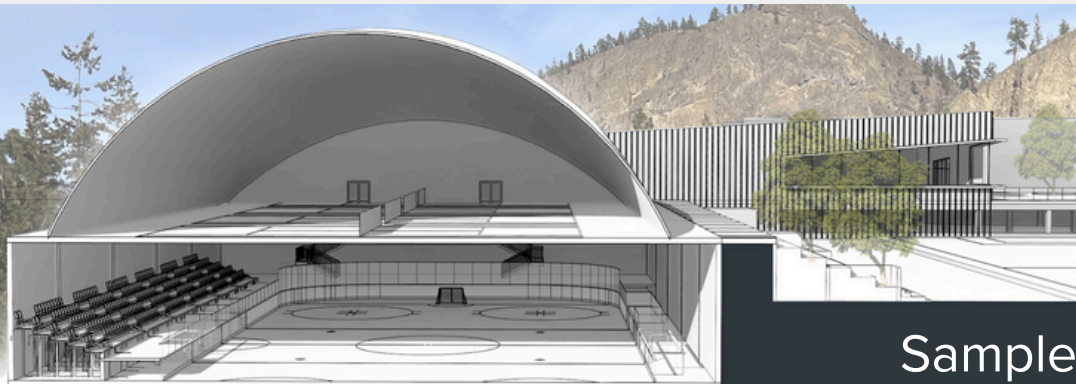
Facilities are designed to support local clubs, community recreation, high-performance sport, and regional events.

Core Sports Facilities

- Ice hockey rinks
- Indoor soccer / multi-sport athletic dome
- Pickleball courts
- Volleyball courts
- Basketball courts
- Gymnasium and dryland training spaces
- Outdoor, year-round turf fields
- Walking and running track
- Athlete change, recovery, and wellness facilities

Supporting & Value-Add Facilities

- Sport-specific skills training areas (e.g., batting, shooting, driving ranges)
- Technology-enabled training and analysis spaces (including VR-based applications)
- Spectator seating and viewing areas
- Food, beverage, and concession spaces
- Health-focused food and refreshment options
- Small-scale commercial kiosks / counters
- Sports club offices, meeting rooms and event space
- Accessible and inclusive design for all ages & abilities



Sample Concepts

Multi-use Buildings: Hotel, Retail & Hospitality, School

Multi-story complex proposed:

- Hotel Accommodations
- Cafe and restaurants with healthy options
- Sports & nutrition related retail outlets
- Medical Centre, pharmacy, preventative/restorative health, sports medicine
- International School
- Daycare - both permanent and drop in
- Rooftop garden and restaurant with magnificent views



Sports Tourism and Year Round Programming

Local, Regional and International Sporting Tournaments

- In hockey, soccer, basketball, volleyball and pickleball
- Up to 40 multi-team tournaments per year
- Travelling families produce a 3-5x economic impact multiplier

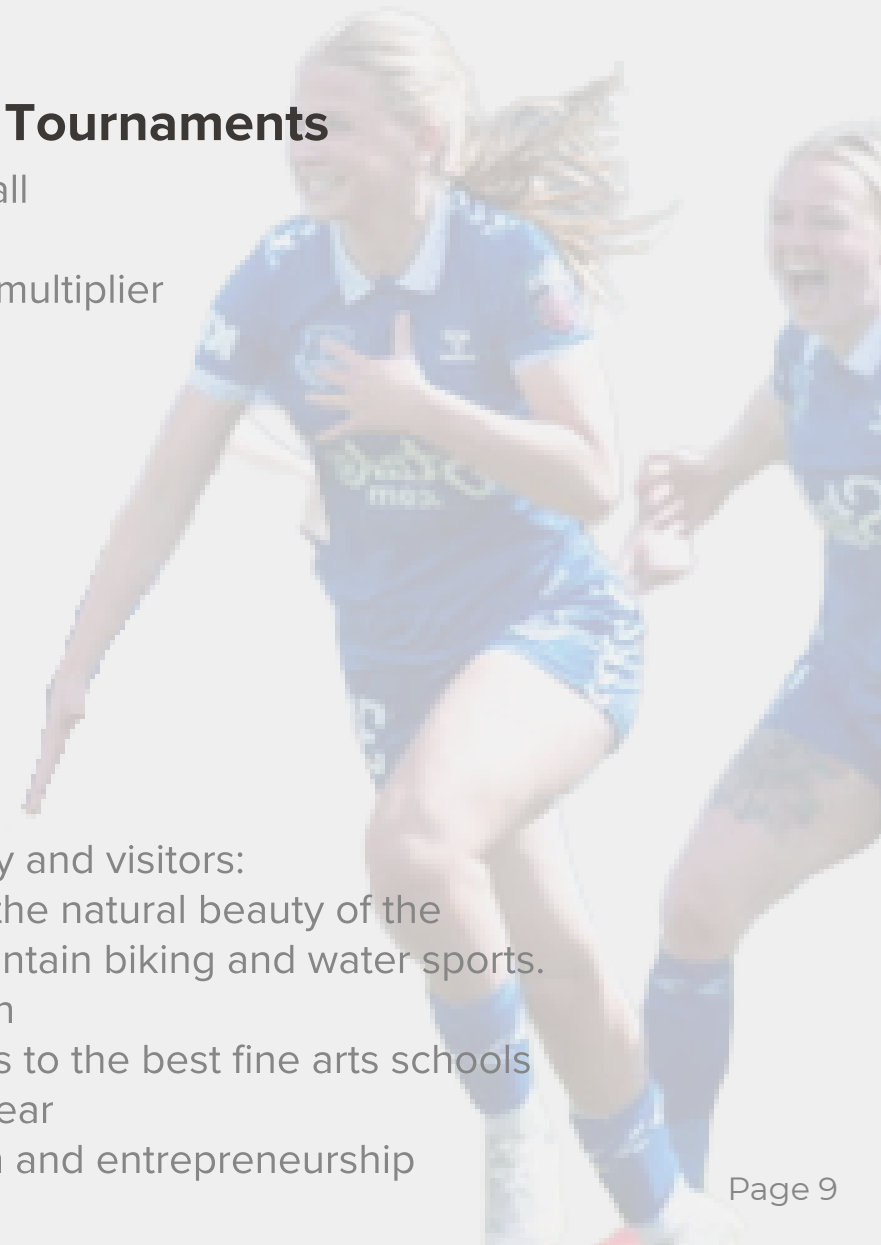
International Summer Camps

- Bringing the world to the Okanagan and the Okanagan to the world through elite sports training
- Focused on sports that are rapidly growing, in collaboration with local, national and international sports organizations

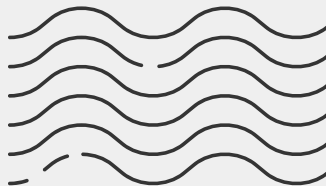
Programming for the Whole Family

Year round programming and events for local community and visitors:

- Year-round Outdoor adventure programs - Tap into the natural beauty of the Okanagan through hiking, skiing, rock climbing, mountain biking and water sports.
- Wine tasting events - Taste the best of the Okanagan
- Arts camps - Unleash your creativity, Forge pathways to the best fine arts schools
- Sports skill development programs throughout the year
- Regular classes - dance, art, outdoor education, tech and entrepreneurship



Economic Impact on the City



The proposed facility will result in a direct incremental impact of over \$30million annually, plus the contribution of construction to the economy.

Property tax income - ~\$1M Annually

Direct property tax resulting from the housing, development and hospitality operations (calculated at 0.412% of housing/asset value)

Employable land - ~\$15M Annually

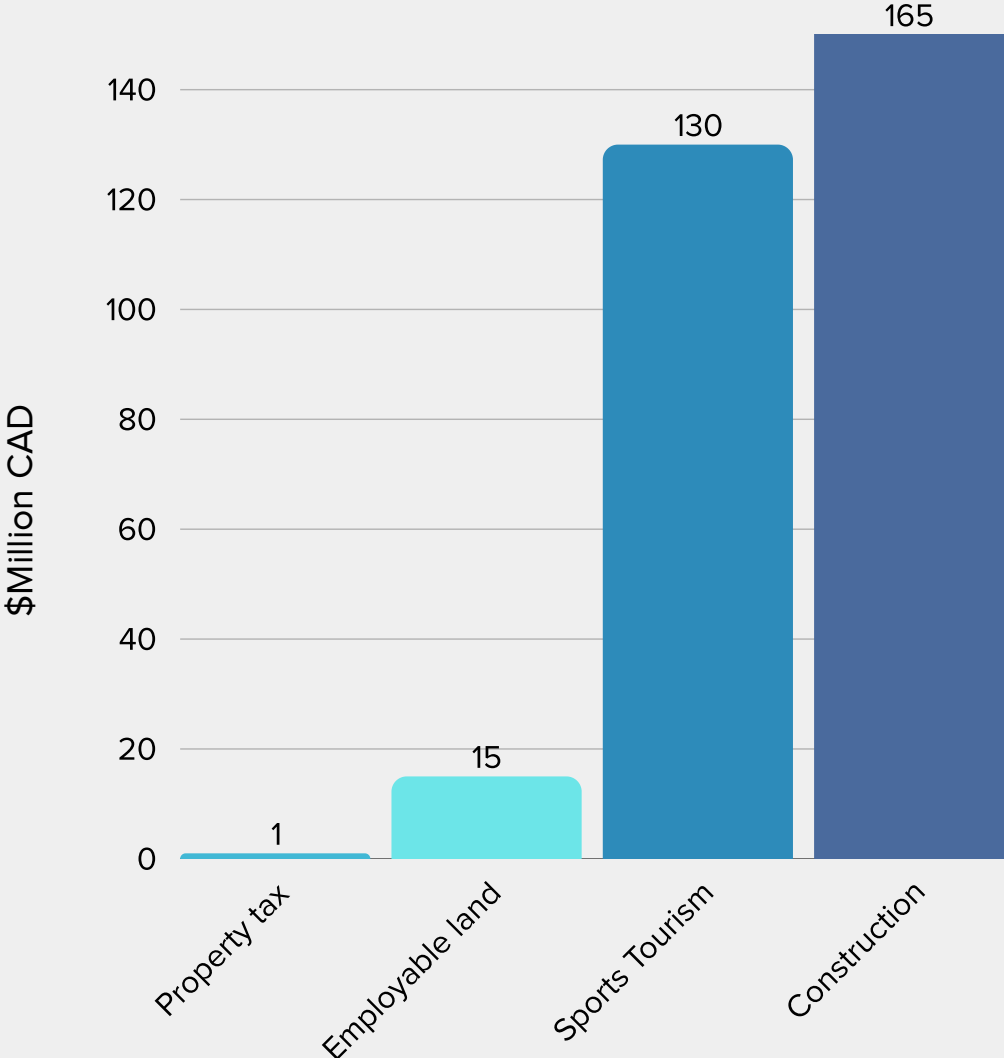
The complex will directly create 140+ employment positions, which are all high paying jobs

Sports Tourism - ~\$120M Annually

One major hockey tournament contributes \$5m economic impact to the local area. We will host hockey, soccer, other sports as well as camps

Construction - ~\$160M over 2026-2031

The construction for this development will all be sourced with local suppliers



Accessibility for All Users

We propose setting up a stakeholder use schedule, which enables access to the facilities by all stakeholder groups while maximizing asset utilization, value preservation, and economic viability.



EXAMPLE ONLY School Week Facility Use Schedule

Maximizing asset utilization

Community first and equitable access

Protecting long-term value

Time:	Hockey Rink Courts, Fields	Gym, walking track	Pickleball
6-10am	West Kelowna Anchor Tenants	General Community - Accessible to all at all times	West Kelowna Anchor Tenants
10am-4pm	Local Schools & Scholar-Athlete Programs		General Community
4-8pm	West Kelowna Anchor Tenants		West Kelowna Anchor Tenants
8-10pm	General Community		



World Class Sports and Recreation Facilities for Community Users

Facility development will maximize land use, creating multi-use spaces that benefit the widest range of user groups.

User groups engaged to date:

- Westside Youth Soccer Association*
- West Kelowna Pickleball Club*
- T2 Volleyball*
- Urban Recreation Sport*
- West Kelowna Minor Baseball
- West Kelowna Minor Hockey Association*
- Natural health - acupuncture, massage, physio
- WestK Hoops Basketball**
- Little Kickers Okanagan*
- West Kelowna Ultimate
- Volleyball BC PSO *
- Sportsball Okanagan*
- Restaurant / Canteen
- Hotels
- Medical group

****potential anchor tenants***

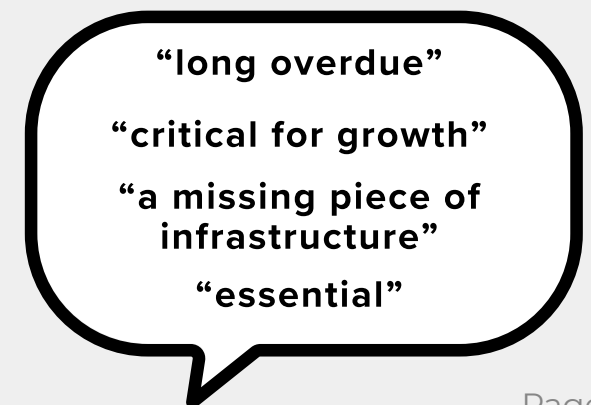
Community & User Group Feedback Summary on Proposed Sports Multi-Use Development

What We Heard

- Broad, multi-sport, multi-organization support across youth, adult, and community groups
- Clear and consistent evidence of unmet demand, particularly for indoor and multi-use facilities
- No material opposition identified through the survey process
- Questions raised are operational in nature (access, scheduling, affordability, parking), not concerns about the concept or need
- Strong alignment with community recreation needs, growth pressures, and long-term city priorities
- Strong support for the development concept, particularly due to its non-taxpayer funding model and its potential to generate sports tourism and broader economic benefits

Overall Conclusion

The feedback demonstrates that the proposed Development addresses a long-standing infrastructure gap in West Kelowna and is widely viewed by user groups as essential to meeting current and future community needs.



Project Timeline

PHASE 0

Project
Validation &
Constitution

PHASE 1

Upgrade
Existing
Facilities

PHASE 2

Develop New
SportsPlex
Facilities

PHASE 3

Housing &
Community Center



PHASE 0: Key Milestones

Project
Validation &
Constitution

- ✓ Initial Stakeholder Engagement (Q4'25)
- ✓ Project Viability and Feasibility Study (Q4'25)
- ✓ Financing Plan and Investor Interest (Q4'25)
 - First Presentation to Council (Go-No-Go1) (*today*)
 - Complete P3 Agreement (*June '26*)
 - Final Council Presentation (Go-No-Go2) (*July '26*)
 - Sign Anchor Tenancy Agreements (*July '26*)
 - Finalize Investor Agreements & Seed Capital (*August '26*)
 - Launch P3 into Operations (*August '26*)

Next Steps



Proposal from Council to Approve a Motion to Develop the Private Public Partnership

THAT Council direct staff to proceed with the development and negotiation of a Public-Private Partnership (P3) agreement, to be brought forward for subsequent Council consideration and approval.

