



INFORMATION ONLY COUNCIL REPORT

To: Paul Gipps, CAO

Date: November 24, 2020

From: Kevin Bouchier, Recreation Supervisor

Subject: **Community Holiday Light Up and Skate Events Reimagined**

BACKGROUND

Due to COVID-19 and the Provincial Health Officer's (PHO) order on mass gatherings, the City of West Kelowna (CWK) is unable to host its traditional Community Light Up event on Brown Road. Instead, the CWK is creating a reimagined Community Light Up that will provide a series of events and opportunities to celebrate the holiday season that will comply with the PHO order.

Community Light Up 2020 includes a self-guided Twinkle Tour that the community can enjoy starting December 4th for the duration of the holiday season. This activity allows residents to enjoy the reimagined community light up at their leisure and within their own safe groups/bubble. The activity will be supported by an online mapping application program that shows the locations associated with the Twinkle Tour, which includes the City of West Kelowna holiday light displays. The online system will provide residents and businesses the opportunity to request that their property be included on the self-guided tour map. This event includes a contest where a panel of judges will award a local restaurant gift card to the winners of the following categories:

- Most Festive Residential House
- Most Festive Business
- Most Festive Balcony
- Most Festive Large Property

Contest winner will be announced on December 20th.

The City's Parks department intends to install the same compliment of lights as in past years. For 2020, there will be enhanced decoration and lighting throughout the tour and new light post banners at Main Street, Dobbin Road, Brown Road and City Hall parking lot.

The City Twinkle Tour will include the following CWK locations:

- Brown Road
- CNR Wharf
- Gellatly Waterfront and Bridge (New)
- Mt. Boucherie Complex

- Westlake Roundabout (New)
- The Wine Trail Roundabouts (New)
- Parks Department Office and Compound on Elliott Road
- Fire Hall 31

Westbank First Nation (WFN) has been invited to participate in the Twinkle Tour. Residents living in WFN are welcome to participate in the contest and City Staff will add WFN facilities to the tour as required. WFN has agreed to promote the Light Up event in their community.

The annual Skate with Santa event will become five Holiday Skate events that will host a maximum of 40 patrons per session; participants can register for each event through the City's online registration system. There will be a public skate as well as a parent and tot skate component to each event along with:

- Holiday themed decorations, lights, and inflatables in Jim Lind arena.
- Holiday themed music.
- Take away activities for children and families such as holiday crafts, cookie decorating and scavenger hunts.

The Holiday Skate events will be held on Dec.6, 13, 20, 27 and Jan 3. Information about these events will be available to the community on the City website and in the Winter 2021 Recreation Guide on November 26th.

A Public Service Announcement is planned for the end of November to announce the safe alternatives offered through this year's reimagined Light Up and Holiday Skate events. Additional communications will include promotion of modified activities through e-subscription service and the City's social media channels. The City's website will have a dedicated link as an accessible central source to find City-organized activities during the holiday season.

FINANCIAL IMPLICATIONS

There are no additional costs for the CWK to host the proposed 2020 reimagined light up events. All costs will be covered through the CWK annual operating budget.

REVIEWED BY

Warren Everton, Director of Finance/CFO

Shelley Schnitzler, Legislative Services Manager/Corporate Officer

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes ☐ No ☒