



To: City of West Kelowna

From: West Kelowna Warriors Junior Hockey Club

Subject: MARQUEE SIGN FOR ROYAL LEPAGE PLACE

Date: March 5, 2021

## RECOMMENDATION

That the City of West Kelowna provide preliminary approval to review and plan for the erection of a marquee sign for Royal Lepage Place on the corner of Hwy 97 and Bartley Road, West Kelowna.

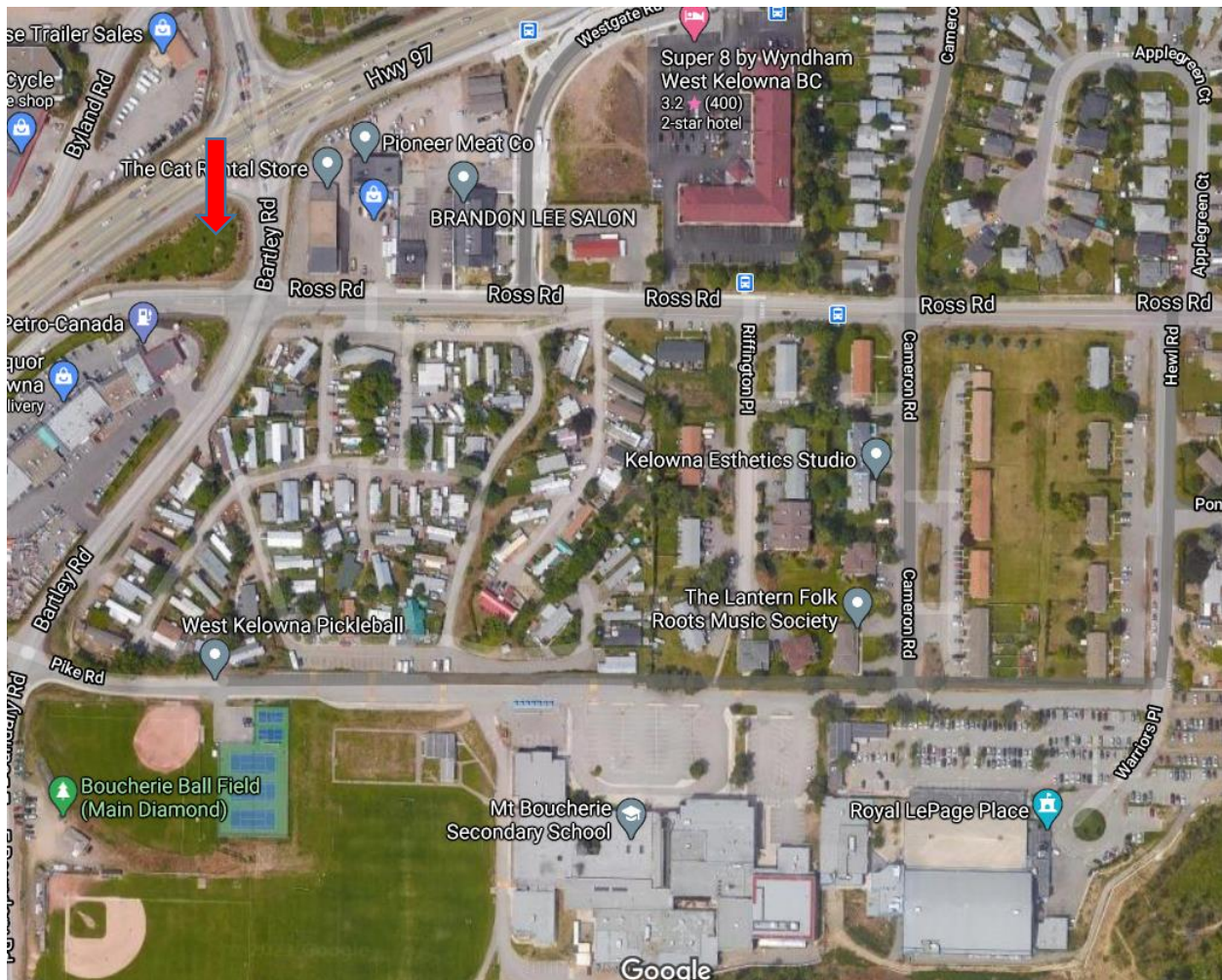
## PURPOSE

It is quite common for municipal events facilities, like Royal Lepage Place, to have signage on nearby thoroughfares to increase the profile of the facility and promote the events held within. We believe a significant presence on Highway 97 will increase the awareness of the 1500-seat Royal Lepage Place, as well as provide the opportunity to communicate relevant messaging of upcoming community events and drive more patrons to the facility.

Currently, Royal Lepage Place is tucked in between Jim Lind arena and Mt Boucherie, with no signage on the highway and undersized signage on Ross Road. Residents and visitors, who are not actively using the ice sheets, may not be aware of Royal Lepage Place and the events/activities it hosts. Furthermore, Kelowna Royal Lepage brokerage contributes significant funds annually for the facility naming rights and a marquee sign would further cement this financial commitment to the City of West Kelowna.

## ANALYSIS

Highway 97 through West Kelowna has significant volume of daily traffic. According to BC Ministry of Transportation data, in 2019, a daily average of 59,196 vehicles crossed Lake Okanagan bridge. The impact of a marquee sign on Highway 97 would be substantial. In preliminary discussions with city planning, we have identified a potential sign location on the greenspace located on the corner of Hwy 97 and Bartley Rd. The City currently maintains this land and it offers plenty of space for a safe installation.



West Kelowna Warriors Junior A Hockey Club  
2760 Cameron Rd West Kelowna, BC V1Z 2T6  
Email: [westkwarriors@gmail.com](mailto:westkwarriors@gmail.com) Phone: 250-769-7051

PRELIMINARY RENDERING (Exact location not accurate)



## SPECIFICATIONS

- Overall Dimensions 24' high X approx. 8' wide
- Double-faced LED electronic message center (10' wide X 5'8 high)
- Illuminated double-faced display with "Royal Lepage Place" and "City of West Kelowna identification."
- Concrete footings

West Kelowna Warriors Junior A Hockey Club  
2760 Cameron Rd West Kelowna, BC V1Z 2T6  
Email: [westkwarriors@gmail.com](mailto:westkwarriors@gmail.com) Phone:250-769-7051

## FINANCIAL IMPLICATION

We estimate an approximate budgeted cost of \$60,000 to \$75,000.

Warriors ownership would be open to exploring subsidizing a portion of these costs as we believe it will help increase attendance at our home games. However, given the residual benefits for City and the naming rights partner, we are asking for financial support on this project.

## SUMMARY

We ask that the City of West Kelowna join us in the initial planning of a Highway 97 Marquee sign. The hope is that at the conclusion of the COVID-19 pandemic, we can leverage the sign for greater facility awareness, naming rights partner exposure, and increased customers at events.

Thank you for your consideration,

Chris Laurie  
Team President  
West Kelowna Warriors Junior Hockey Club